

The National
CLEANER & Dyer
JULY 2, 1950



STONE WASH ADAPTED TO SHE AND CLEANER Page 44
SHIRTS PROVE MOST POPULAR OF VARIED GARMENTS Page 58
LESSONS FOR EMERGENCY TADDEU BY WORLD WAR II Page 64
HOW SYNTHETIC RUGS WILL AFFECT INTEGRITY Page 78

ABOVE: Attractive store in full rain is new Royal Cleaners store at Groton, Massachusetts. Plant operated by Winthrop P. Durman is used for weekly washes of \$2,200. Story on page 30



How to keep filter pressures low and profits high

Keeping filter pressures low for a maximum period of time—and so keeping cleanouts to a minimum—is essential to the economical operation of your solvent recovery system.

Thousands of dry cleaners have found that this can best be accomplished with Hyflo*, the original high speed filter powder.

The secret of Hyflo's effectiveness lies in the fact that it is composed of tiny particles that build up an open, porous "cake" on the filter screen. This Hyflo cake is fine enough to trap out all the suspended impurities from the solvent, yet sufficiently porous to prevent clogging. As a result, the clean, clear solvent flows through freely and at high speed. Filter pressures stay low longer, shutdowns for cleaning filter screens are reduced.

This means faster cleaning . . . faster rinsing . . . more thorough cleaning . . . a reduction in odor troubles . . . and greater solvent economies because the solvent stays clean longer, requires distilling less often.

If you want to find out more about Hyflo and how to use it correctly, ask your dealer for a copy of the 48-page Dry Cleaner's Handbook. It will also tell you how to keep your filter system operating at top efficiency. Johns-Manville, Box 290, New York 16, N. Y.

*Reg. U. S. Pat. Off.



Johns-Manville

HYFLO

the original high speed Filter Powder



THERE ARE GOOD REASONS WHY

Duo-tex

LIQUID DRY CLEANSER

Keeps Customers Satisfied Year After Year

Yes sir! When cleaners admit that they've tried competitive brands of liquid dry cleaners and still keep using DUO-TEX, you can be sure they have good reasons for it. When comparison demonstrates its easier use — its better and faster job of odorless dry cleaning — they realize that here is a proven cleanser that's tough on dirt and gentle on fabrics, which, incidentally, is the key to keeping your customers satisfied.

Duo-Tex is Even Better Today

Because our aim here at Keystone is perfection, our laboratory keeps improving DUO-TEX — yes, improving an already good product. That's why today as always, DUO-TEX means the best in liquid dry cleaners — being preferred year after year by discriminating operators.

DUO-TEX PRICES

	Per Gal.
55 gal. drum	\$1.75
30 gal. drum	1.85
15 gal. drum	1.95
5 gal. pail	2.05

DUO-TEX is an especially designed liquid filter soap that will not build filter-pressure. It is compounded of the most modern scientific dry cleaning materials and is carefully balanced to permit use of moisture if desired.

DUO-TEX, when used with water, introduces moisture into your solvent in the highly-desired finely divided "misty" state.

DUO-TEX is made from truly stable, non-encrifiable ingredients—has no fatty acids—guarantees against odors.

DUO-TEX made from entirely non-drying ingredients—is used for prespotting or hand brushing, and rinses out completely no matter how long it stands in the garments.

DUO-TEX is easily separated from the solvent by any of the standard methods—caustic clarification, vacuum distillation or sweetening powders.

Keystone ANILINE & CHEMICAL COMPANY
INCORPORATED

MINNEAPOLIS

321 N. LOOMIS STREET • CHICAGO 7

ST. LOUIS • DETROIT



Your money goes farther ... your work goes faster!

These are the famous Advance-Design features that help make
**CHEVROLET TRUCKS
AMERICA'S FIRST CHOICE!**

TWO GREAT VALVE-IN-HEAD ENGINES: the 105-h.p. Loadmaster or the improved 92-h.p. Thrifmaster—to give you greater power per gallon, lower cost per load • **POWER-JET CARBURETOR**—smoother, quicker acceleration response • **DIA-PHRAGM SPRING CLUTCH** for easy-action engagement • **SYNCHRO-MESH TRANSMISSIONS** for fast, smooth shifting • **HYPOID REAR AXLES**—for dependability and long life • **DOUBLE-ARTICULATED BRAKES**—for complete driver control • **WIDE-BASE WHEELS** for increased tire mileage • **BALL-TYPE STEERING** for easier handling • **UNIT-DESIGN BODIES**—for greater load protection • **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.

You're money ahead with Chevrolet trucks, for Chevrolet is the lowest priced line of all—and offers exceptional savings in on-the-job operating cost and in cost of maintenance, too.

And, you're money ahead with Chevrolet's special features. Chevrolet features like Valve-in-Head engine, Power-Jet carburetor and many others exclusive in the field.

You're money ahead because Chevrolet has a model built for your job . . . a truck engineered to the special requirements of that job and built to do it faster, better, more efficiently.

Yes, your money goes farther . . . your work goes faster with Chevrolet trucks. Let your dealer tell you all the details. Let him *prove* that *you're money ahead* with Chevrolet.

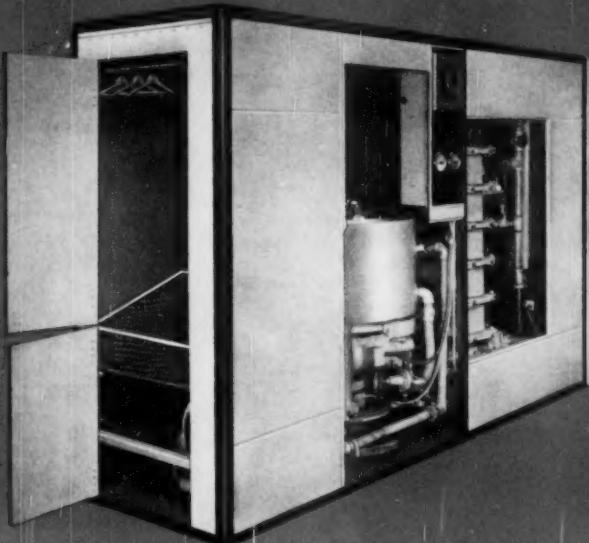
CHEVROLET MOTOR DIVISION, General Motors Corporation
DETROIT 2, MICHIGAN



*First in demand
First in value
First in sales*

CHEVROLET ADVANCE-DESIGN TRUCKS

THIS NEW SEC-O-MATIC CLEANING UNIT MEANS REAL PROFITS FOR YOU!



SEC-O-MATIC NEW MODEL AH
(Panels removed to show equipment and controls)

CHECK THESE FEATURES!

... the unique combination of profit-making advantages found only in SEC-O-MATIC's new Model AH.

- Cold cleaning—synthetic solvents.
- Completely enclosed—attractive white enamel cabinet.
- Styled for the front of your store—attracts customers.
- Only 3 ft. wide by 10 $\frac{1}{2}$ ft. long—weight 3600 lbs.
- Handles light loads or heavy loads as required.
- Capacity up to 90 lbs. per hour.
- Speeds output—10 minutes to wash and extract a load.
- Cleans clothes CLEAN. Whites are whiter—colors brighter.
- Automatic operation—continuous or batch distillation.
- Vibration free mounting—no special floor bracing required.
- Needs attention less than 15 minutes per operating hour.
- Can be converted later to include a perchlorethylene recovery unit at no increase in floor area.

OTHER PROFIT-MAKING SEC-O-MATIC UNITS

MODEL AR

A separate complete solvent recovery unit. Can be used with your present cold synthetic cleaner. Completely enclosed.

MODEL AHR

Complete cold cleaning-hot recovery unit in one cabinet. High speed extraction. 90 lbs. per hour.

MODEL AG

Cold synthetic cleaning unit. Tumbler deodorizing. High speed extraction. 90 lbs. per hour.

If you are planning to put in your own cleaning unit, or need to supplement or replace your present equipment, be sure to "check with SEC". It costs you nothing, and can save you much.

For full information, write to



CLEANING SYSTEMS

65 LA FRANCE AVE., BLOOMFIELD, N. J.



National CLEANER and DYER

☆ ☆

VOL. 41

NOVEMBER, 1950

NO. 11

COORDINATOR

Oall the grandmothers we know, Catherine Carroll is one of the liveliest and youngest looking. She is also the oldest member from point of service on our two trade papers. She has been with THE NATIONAL CLEANER & Dyer and the *Starchroom Laundry Journal* continuously for 16 years.

Kate has one of those critically high-pressure jobs that get no special recognition. She is responsible for the scheduling, preparation and production of all the advertising appearing in both magazines. With consistent good humor mixed with Irish "spunk" and careful attention to detail, she



maintains the stream of letters, telegrams and phone calls needed to publish the ads you read in these pages.

People send copy and cuts to the wrong address, or send one and forget to send the other, or miss a deadline by three days and hope to get their ad in, anyway, or change their ad completely after it has been all set up ready to print. Some send in "pi-ed" copy, scrambled like a giant anagram, for her to decipher, then howl because she didn't guess they really meant to spell it "steem."

We just wanted to throw the spotlight on a human dynamo, and give some credit where credit is due. The bold force of a trade paper, the editors and the space salesmen, usually get too much credit and the stay-at-homes, much too little.

Thanks, Katie Carroll, you're an unsung heroine—look at her blush! W.R.P.

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NED WINTERSTEEN, General Manager

WILLIAM R. PALMER, Editor

GALINA TERR, Managing Editor

DAVID G. KAPLAN, Fur Editor

JOHN J. DUNN, Associate Editor

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Editorial, Executive and General Advertising Offices, 304 E. 45th St., New York 17, N. Y.
Telephone: Oregon 9-4000

Eastern Advertising Offices,

Midwestern Advertising Offices,

West Coast Advertising Offices,

301 E. 45th Street, New York 17, N. Y.; Telephone: Oregon 9-4000

201 N. Wabash, Chicago 6, Ill.; Telephone: Franklin 2-9566-87

125 W. Krost, Milwaukee 6, Wis.; Telephone: Franklin 2-9566-87

1175 Woodbury Road, Pasadena, Calif.; Telephone: Sycamore 7-5365

Joseph W. Conrow, Manager.



BASE FOR MAKING FILTER SOAP

**THE EFFORT IS SO SMALL-
THE SAVING IS SO BIG-**

WHEN YOU MAKE
YOUR OWN FILTER
SOAP FROM ANOLITE

**9 gal. Anolite + 45 gal. Solvent
makes 54 gallons Filter Soap
WORTH: \$1.65 gal.-COST: \$1.05 gal.**

R. R. STREET & CO., INC., 561 W. MONROE ST., CHICAGO 6, ILLINOIS

You gain four ways plus when you

Digest before wet cleaning

4

of a
series
of four

REDUCE FINISHING TIME

Garments that have been heavily wet cleaned and subjected to hard scrubbing take up a lot of time and handling in the Finishing Department. But why send through any garments in a "beat-up" condition when you can avoid it by treating them in the RSR digesting bath before they are wet cleaned? Wet cleaning is no more than a quick and gentle sudsing and rinsing after all albuminous spots and stains have been completely pre-loosened in the digesting bath.



You save time. You save money. You speed production. You are sure to turn out completely cleaned garments. And you avoid injuring garments entrusted to you. So why not make "the RSR digesting bath first" routine practice for all garments soiled enough to be wet cleaned?

Send for advance proofs of series
showing 4 ways you will gain by
"Digesting before Wet Cleaning."

WALLERSTEIN COMPANY, 180 MADISON AVENUE • NEW YORK, NEW YORK

Put yourself in your customer's place and then...

LEARN ABOUT KARPET-KARE!®



A CARPET'S a pretty big investment . . . especially a wall-to-wall job. So you can't blame your customers for wanting to make sure it's *safe* in cleaning.

That's where Karpet-Kare comes in. This revolutionary liquid detergent won't shrink or fade the carpet. Won't leave an unpleasant odor. Won't leave a filmy residue to attract soilage later. What's more, you can clean the carpet right on the floor.

Used by the proper, Bigelow-taught method, Karpet-Kare gives the safest, best care ever.

A few Karpet-Kare dealerships are now open in several territories, to top-quality cleaners only. For further details, write to department K, at the New York address below.

BIGELOW-SANFORD CARPET CO.

140 Madison Avenue, N.Y.C.

NOW... A big capacity

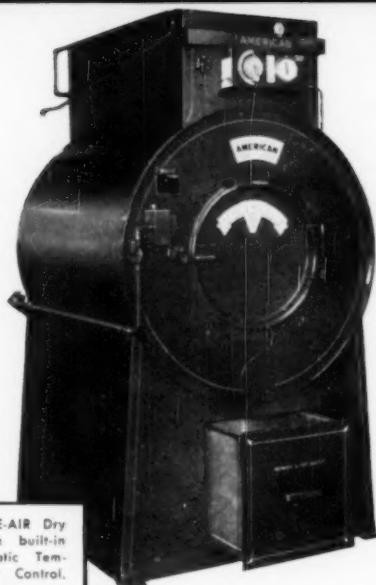
The New 44x42" ZONE-AIR

• Here's the big one you've been waiting for! . . . The new 44x42" ZONE-AIR Dry Cleaning Tumbler, with rated capacity of 120 lbs. dry wt., and drying time of only 25 to 30 minutes.

Here's the tumbler with *greatest capacity at minimum investment*. Ruggedly built, and especially designed for speedy, mass-production drying at lowest cost, the new 44x42"

ZONE-AIR is particularly suited for plants doing wholesale work. It is an ideal companion machine to a 36x54" washer, or for use with larger washers.

American 44x42" ZONE-AIR Dry Cleaning Tumbler, with built-in Lint Box, and Automatic Temperature and Cooling Control.



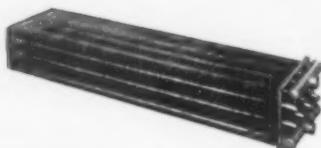
LOOK AT THESE BIG-PRODUCTION, FAST-DRYING FEATURES...



AUTOMATIC TEMPERATURE & COOLING CONTROL. (Optional) Automatically maintains selected drying temperature . . . cuts down costly shrinkage complaints. Automatically times drying cycle, signals operator when cycle is completed . . . eliminates overruns and production losses, saves steam and power. Automatically cools load by shutting off heated air 4 minutes before end of drying cycle . . . prevents heat creases, saves time and labor in finishing.



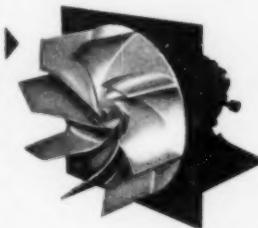
BUILT-IN LINT DRAWER. (Optional) Traps lint and prevents it blowing out exhaust duct . . . keeps duct lint-free for fast drying. Slides easily in and out.



IMPROVED, HEADER-TYPE HEATER. Extra large heating unit, consisting of 4 circuits of continuous copper coils, 6 rows deep, with inlet and return headers. Coils have closely spaced, aluminum fins for fast transfer of heat to drying air. Dries large loads quickly and thoroughly with minimum steam consumption.

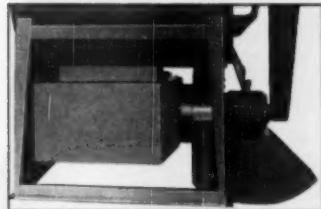
BIG-CAPACITY, DIRECT DRIVEN

FAN. Large, 16" cast aluminum fan, with 8 deflector blades . . . delivers 1700 cu. ft. of air per minute. Driven directly from motor shaft, assuring most efficient transmission of power for moving large volume of air at high velocity to dry big loads quickly.

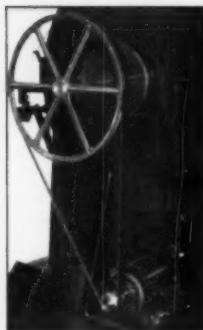


open-end tumbler!

ADJUSTABLE AIR LOUVERS. Operated by single, easy-sliding lever at front of Heater housing. One Louver (shown closed) for Cold Air Intake; two for air intake to Heater compartment (shown open) can be instantly adjusted to admit any desired mixture of hot and cold air. When Tumbler is furnished with Automatic Temperature and Cooling Control, louvers are adjusted automatically to maintain drying air at preset temperature. Safety Relief Door is in bottom of far right compartment.



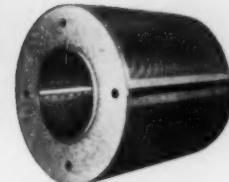
DIRECT, DOWN-DRAFT AIR CIRCULATION. Air is drawn down through large outlet in bottom of cylinder housing, and discharged out Exhaust Duct at rear of Tumbler. When Lint Drawer is furnished, as shown above, air passes directly from outlet in bottom of cylinder housing through Lint Drawer Housing to Fan Housing and out Exhaust Duct. When no Lint Drawer is furnished, air outlet from cylinder housing is connected to Fan Housing by a large, conical duct.



EXPLOSION-PROOF, SINGLE OR DOUBLE MOTOR DRIVE. Single motor drive (as shown) with one double-shafted motor driving fan direct from motor shaft, and cylinder through V-belt and spur gear reduction. Or Double Motor Drive, with separate motors for fan and cylinder; either reversing or non-reversing cylinder. V-belt and sheaves fully enclosed in sheet metal guard (removed in illustration); spur gears enclosed in oil-tight housing.

STEAM HUMIDIFYING DEVICE. Operated by convenient valve handle. Perforated pipe mounted at top left of machine, near air intake, sprays incoming air with steam . . . Dissipates static developed in load, prevents lint clinging to garments. Static Grounding Device on cylinder gudgeon also dissipates static through a ground connection.

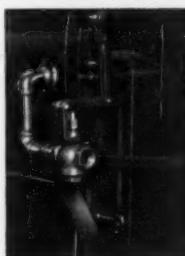
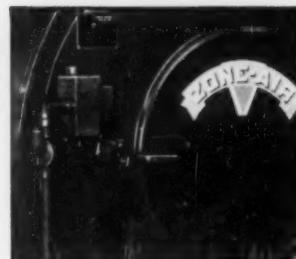
DRY CLEANING DIVISION
The
AMERICAN
LAUNDRY MACHINERY CO.
CINCINNATI 12, OHIO



ALL-WELDED, GALVANNEALED STEEL CYLINDER. Cylinder constructed with 4 perforated, galvannealed steel side sheets, one end of each side sheet forming U-shaped rib. Ends of side sheets Electro-Therm welded together and to galvannealed steel cylinder heads. Steel tie rod through each rib, and ribs padded to prevent button breakage. Cylinder gudgeon operates in two fully enclosed roller bearings.



ELECTRICALLY INTERLOCKED DOOR. Latching door automatically starts cylinder and fan; unlatching door stops them . . . Saves operator time and effort, speeds up production, prevents waste of heat and power during unloading and reloading. Large, easy-swinging door speeds up loading and unloading.



AUTOMATIC STEAM FIRE EXTINGUISHER & SAFETY RELIEF DOOR. Steam Fire Extinguisher, operated automatically by melting of fusible link in Exhaust Duct. Safety Relief Door (shown in picture of Air Louvers at top of page) is forced open should explosion occur inside tumbler, automatically operating the Steam Fire Extinguisher.



WRITE TODAY for complete information on the new, big-capacity, mass-production 44x42" ZONE-AIR Dry Cleaning Tumbler . . . FOR MORE PROFITABLE OPERATION THROUGH AMERICAN'S ADVANCED ENGINEERING.

HYDROL

CONCENTRATED DRY CLEANING DETERGENT

HYDROL IS MADE ON A FORMULA WHICH HAS MET
WITH OUTSTANDING SUCCESS FOR 10 YEARS

HYDROL — When mixed 1 gallon HYDROL with 2 gallons Cleaning Solvent is comparable to conventional liquid soap and the cost on drum basis is only \$1.05 per gallon.

HYDROL PRICES

55 Gallon DrumGal.	\$3.15
30 Gallon DrumGal.	3.25
15 Gallon DrumGal.	3.45
5 Gallon Can.....Gal.		3.45
5 Cases (20 Gal.).....Gal.		3.55
1 Case (4 Gal.).....Gal.		3.75

Subject to change
without notice

HYDROL
is designed for cleaning
all textile materials and leathers
in petroleum or chlorinated solvents and
has the added advantage of leaving fabrics
with improved feel and finish

HYDROL IS ALSO PARTICULARLY ADAPTABLE

- ... For spraying after steam or water prespotting.
- ... For making a regular prespotter.
- ... For eliminating wet cleaning of pants, rain coats, reversibles and other washables.
- ... For making a blood remover.
- ... For sizing in dry cleaning.
- ... For softening hardened furs.
- ... For hat and glove cleaning or most any other use for dry cleaning soap.

You Can Try HYDROL at Our Risk.
We'll Ship 5 Gallons Freight
Prepaid on Approval.
Order HYDROL Today!

RIVERSIDE

MANUFACTURING COMPANY

4919-27 CONNECTICUT, ST. LOUIS 9, MO.

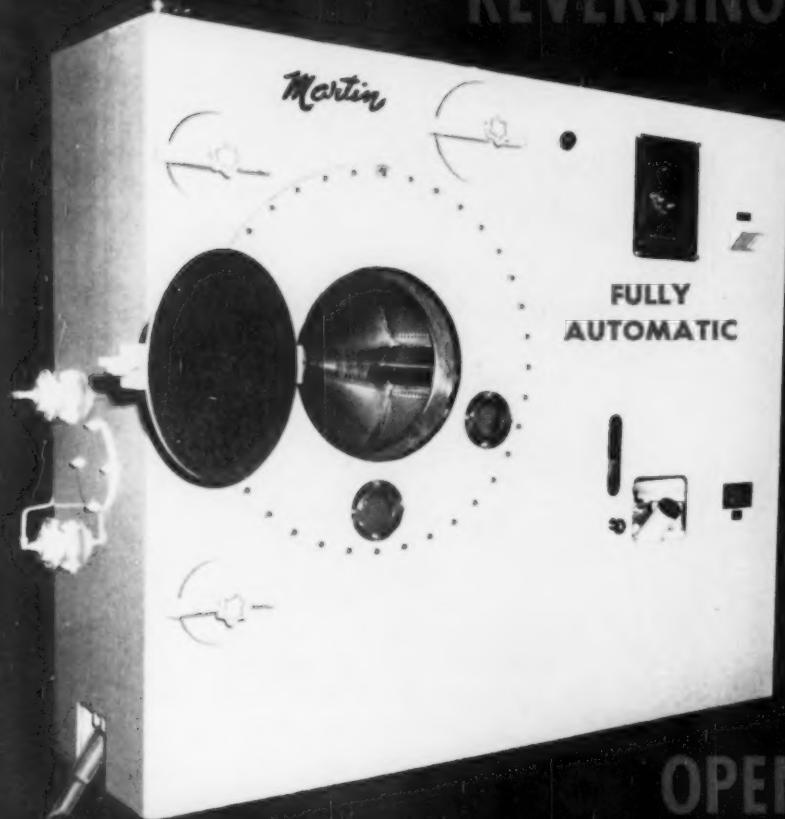
NEW HYDROL
Does Not Affect Filter
Pressure.

NEW HYDROL
Is Non-Corrosive.

NEW HYDROL
Cannot Become Ran-
cid or Leave an Odor.

OPEN POCKET

REVERSING ACTION



2 LOADS PER HOUR

GUARANTEED

● Martin's new 25 POUNDER perchlorethylene unit with an open pocket, open end cylinder eliminates dividing and weighing of split loads. It is easy to load and unload. The reversing cylinder gives faster drycleaning and reclaiming, producing 2 complete loads per hour. Martin's Patented Vibration Control eliminates special foundation and bolting. Other Martin units available in 50 pound per load capacity.

Martin offers with this unit "Martinizing, more than drycleaning," which includes the successful, tried and proven method of spotting, drycleaning, production and quality control, accounting, auditing, sales promotion, advertising; plant layout plus management training in a "Martinizing" model plant.

Martin

EQUIPMENT CORPORATION

789 HERTEL AVENUE, BUFFALO 7, N.Y.

Adjusta-Form

STEAM-AIR FINISHER

RARELY ADVERTISED HERE

PLANTS THAT BUY 'EM...

Keep 'em!

● FAST PRODUCTION

It's only natural you can't find an Adjusta-Form on the Used Equipment Market. No smart plant operator is going to part with the fastest finishing machine on the market. Remember—the Adjusta-Form handles a mixed run of suit coats, long coats, short jackets, skirts and dresses... without changing the form. When the garment is locked on the form all controls are readily accessible outside of the garment.

Many plant owners, hearing about the Adjusta-Form from other dry cleaners, ask "How about picking up a good used one?" Sorry, seems there are no used Adjusta-Forms on the market. Adjusta-Form is too good to trade off.

● TOPS IN QUALITY FINISHING

Adjusta-Form owners know even the most inexperienced operator cannot shine a garment or bring about seam or pocket impressions. The nap is raised instead of being pressed down. The garment approaches the appearance of NEWNESS, for the original drape and shape has been restored.

● A DEMONSTRATION IS CONVINCING

Ask the Adjusta-Form jobber to give you a demonstration, without any obligation on your part. Compare it with other air forms and you will never be satisfied with anything less than the Adjusta-Form.



ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

430-E NORTH SENECA

WICHITA, KANSAS



**20,000 DRY CLEANERS
WHO WANT BETTER PRESS PADS
To Try *Lam-tex* Molded Rubber
Dry Cleaning Press Pads!**

**THE PAD WITH PERFECT
POROSITY FOR INSTANT
STEAM AND VACUUM**

**Thoroughly Tested And
Proven In Actual Use**

Forget everything you know about rubber press pads. LAM-TEX is different—better—longer lasting. For the first time a material has been designed scientifically and specifically for use in making Dry Cleaning Press Pads. LAM-TEX, the result of many years of research and testing, gives you the ultimate in pressing efficiency.

The correct density of heat resisting rubber in LAM-TEX gives you perfect porosity for faster STEAM and VACUUM—hotter, faster production.

INSIST NOW on the GREEN LAM-TEX molded rubber press pad.

Molded in the factory to fit all makes and sizes of pressing machines

Contact Your Jobber or Write Direct!



PITTSBURGH TAG COMPANY

111-20 GALVESTON AVENUE • PITTSBURGH 12, PA.

How to get the smile that says "Satisfied!"

Give her better, brighter cleaning with ERUSTO ENERGEX

For proper moisture dispersion in the washer it is necessary to have a good emulsion of solvent and water in the stock solution. Here's photographic proof that Erusto Energex provides this emulsifying action dry cleaners want:



Vessel No. 1—ERUSTO ENERGEX

Actual photograph shows stock solution with moisture still stable, after standing 3 days without agitation.

Vessel No. 2—AN ORDINARY

DRY CLEANING SOAP—Stock solution almost completely separated after standing for only 24 hours. Lasted only $\frac{1}{3}$ as long as ENERGEX.



THESE TESTS SHOW WHY

Erusto® Energex gives better cleaning

ERUSTO ENERGEX forms more stable stock solutions with moisture—disperses the moisture more evenly in the washer. With petroleum solvents or perchlorethylene, ENERGEX forms exceedingly stable emulsions. That's because ENERGEX has been constantly improved since its first development.

Knocks out dirt—fast!

The outstanding emulsifying properties of ENERGEX are plus benefits . . . because ENERGEX is already well-known for its intense cleaning action. This energized de-soiler breaks soil down into fine particles. Digs out dirt from heavy woolens . . . dissolves dulling films on whites, colors, and fragile silks.

See for yourself the amazing cleaning action of ERUSTO ENERGEX. For more satisfied customers . . . for better cleaning at low cost . . . try ENERGEX!

PENNSYLVANIA SALT MANUFACTURING COMPANY
2119 WIDENER BUILDING
PHILADELPHIA 7, PA.

Highly concentrated—
less does more!

Suitable for
use in all
types of
dry cleaning
plants



PENN SALT

laundry and dry cleaning products

PROGRESSIVE CHEMISTRY FOR A CENTURY

SIGNS of the times



Draft Deferments: The National Planning Committee of the Textile Maintenance Industries has issued a bulletin describing the procedure for obtaining draft deferment for employees on occupational grounds. Under present regulations, the employer must write his reasons for asking deferment to the local draft board at the time the employee receives his classification questionnaire. No special form need be used.

After a man is classified, he may appear personally before the local board if he files a written request within 10 days after the mailing of his classification. At that time he may present his reasons for reclassification. The employer may also present a written request for reclassification if he has on file a written request for current deferment of the registrant.

In addition, an employer who has on file a written request for current occupational deferment of an employee before classification may appeal to an appeal board within 10 days from the date the local board mails the notice of classification. No special form has to be used, but the appeal must be in writing and give a full statement of the reasons for appeal, calling attention to any information not considered by the local board. The appeal board will consider only information already in the record.

Where a registrant has been classified by the appeal board as 1-A or 1-AO (conscientious objector) and one or more members of the appeal board have dissented from the classification, an employer may file with the local board a written notice of appeal to the President.

In offering reasons to a local draft board for deferment of an employee, the drycleaner will find useful a brief outlining the essential role of the textile maintenance industries in the military program and in the civilian economy. The brief was prepared by the National Planning Committee of the Textile Maintenance Industries, primarily for presentation to the various government agencies involved in the defense program. (Incidentally, the NICD suggests another use for this brief—as a public relations aid for the individual drycleaner.) It is being distributed to members by the organizations represented on the Committee.

The committee represents the National Institute of Cleaning and Dyeing, the American Institute of Laundering, Institute of Industrial Launderers, Linen Supply Association of America and National Institute of Diaper Services.

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Small Business Aids: A recent bulletin (No. 509) issued by Small Business Aids, a business information service of the U. S. Department of Commerce, takes up the subject of "Starting a Rug and Upholstery Cleaning Business." The four-page folder summarizes qualifications for entering the business, rug cleaning processes in the plant and on location, upholstery cleaning, and such management angles as capital and equipment required, choice of location, finding work for off seasons, local regulations, insurance and taxes.

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Small Business Aid No. 511 describes how small businesses can profit by using available state employment services, particularly for help in hiring and other personnel problems.

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Order on Record Keeping: To provide for the possibility of eventual price controls, Executive Order 10160 recently issued by President Truman calls for preservation of all business records during the period from May 24 to June 24, 1950. This includes records relating to prices received or asked for goods or services, and the labor, material, acquisition and other costs incurred in connection with such goods or services.

zz

Cleaner Starts Public Relations Department: While the employment of public relations directors by drycleaners' associations on state and local levels has become fairly common, it is still a novelty among individual drycleaning firms. The step was taken recently by Andre Gelpi, proprietor of Swan Odorless Cleaners of Columbus, Ohio, in appointing Helen Jones Rea as public relations director for his firm.

Mrs. Rea is well qualified for her new position through her previous experience as merchandise manager of the Columbus Better Business Bureau and chairman of the Columbus Drycleaning Arbitration Committee.



MRS. HELEN JONES REA

The creation of the public relations department was well publicized by Swan in large display ads in the local papers, run on the woman's page and society page. The ads featured a photograph of Mrs. Rea, a summary of her background, a description of her proposed duties—setting up a training program for Swan's store personnel, meeting customers, handling adjustments, answering telephone inquiries on clothing and drycleaning care. Her services are also offered as a speaker on fabrics and related subjects at meetings of clubs and other groups in the area.

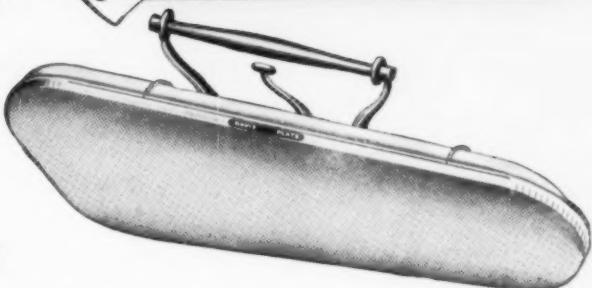
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More on Rayon Quality: The editorial in the October issue of *Rayon and Synthetic Textiles* is devoted to an appeal for improved rayon quality, for an end to skimping on finishing to save a few cents, and for utilization of the quality finishes now available.

(Continued on page 96)



**A COMBINATION
THAT PAYS OFF
... in customers
and cash !**



A Good Press

and a DAVIS Fabric-Renewing PLATE

Keep customers—and attract new ones—with quality finishing. A press provides the heat and pressure you need for proper finishing...a finish that "stays put" in delivery, in the customer's closet and while it is being worn. A Davis perforated aluminum plate, with fabric-renewing burred surface that lifts the nap as it presses, restores newness to all fabrics. Together they

give you a reputation for fine quality finishing, and bring in the extra business that builds up your profit. They cost so little, too!

Hoffman XC05, 07, Pantex 45, New York

42 and other 36" to 46" models. \$14.85

Mushroom. \$11.00 47" to 54". \$19.25



**DAVIS UNIFLEX HOSE, WITH EXCLUSIVE LEAK-PRUFD FITTING,
INSURES ALL DAY PERFORMANCE OF YOUR PRESSES—EVERY DAY!**

Here's another combination that pays off—in continuous, trouble-free service. Davis Uniflex Hose has the patented leak-prufl fitting with the exclusive mirror-smooth surface that permits an absolutely perfect seal—no leakage—no costly shutdown of a press. The floating flange allows quick attaching of hose and eliminates any twist when final assembly is complete. Made in all sizes, for all models of cleaning and laundry presses.

**ORDER DAVIS PRESS PLATES AND HOSE
FROM YOUR SUPPLIER TODAY**

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HELP FOR HOLIDAY HAZARDS

Holiday wining and holiday dining . . .
Add up to SPOTS on holiday finery!

Be prepared for the spotty season—with

THE SPOTTING MANUAL OF THE DRYCLEANING INDUSTRY

Revised Edition

By Allen O. Fligor
and Paul C. Trimble

Eggnog on Grandpa's vest?
Cranberries on Junior's Sunday suit?
Dry Martini on Uncle Ted's tuxedo?
Ginger ale on Grandma's satin?
Soiled hem on Mommy's formal?
Lipstick on Daddy's lapel?

Whatever your customers drip, dribble or drop—
beer or champagne . . . baked beans or caviar . . .
The Spotting Manual tells how to repair the damage!

Clear, practical instructions for safe removal of
these and over 170 other specific spots and stains—
even on the fine and delicate fabrics of formal
holiday clothes. With a complete guide to fabric
and stain identification, spotting methods, equipment
and supplies.

**Happier holidays for all—
customers, spotters, plantowner—
with the help of
The Spotting Manual!**

**Price
Only
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304 East 45th Street
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MONEY ORDER

Gentlemen:
Please send me my copy (postage paid) of The Spotting Manual of the Drycleaning Industry, Revised Edition.

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Today the most copied equipment in the industry is that of the Leader-ELCCO. See your Jobber, or write direct for complete information on the exclusive features of Elco Equipment.

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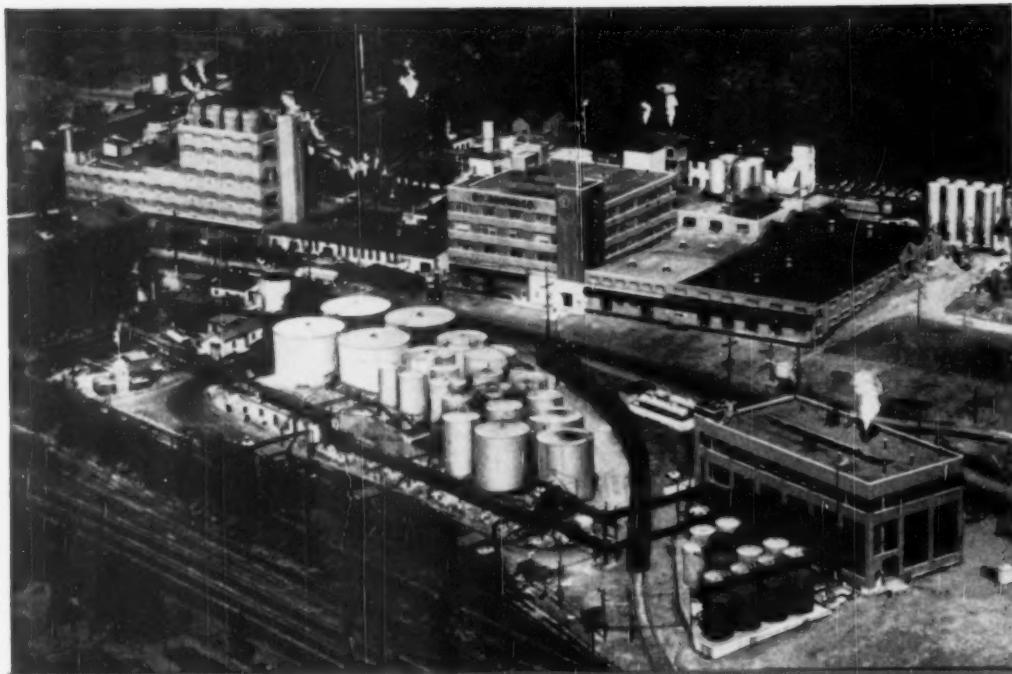
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The home of **DRISYN** and other cleaning products

DRISYN is a product of E. F. Drew & Co., Inc., one of the largest producers of detergents in the world. From the research laboratories of this great plant have come many "firsts" for the cleaning industry. Among these are Drisyn, the original *complete concentrate* that's *all* detergent. It contains no water—no solvent—no inactive materials. Drisyn is as vital to cleaning as soap is to washing. It's the superior cleaner for drycleaning and spotting.



Write for Drisyn, Wetsyn and Wet Cleaning Products Folders

CHEMICAL SPECIALTIES DIVISION

E. F. DREW & CO., INC.

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DREW CLEANING PRODUCTS

WETSYN—Concentrated liquid synthetic detergent for wet cleaning all classifications—silks, acetates, rayons, woolens, etc.

SUDSYN—White powder synthetic detergent for wet cleaning all classifications. Contains very effective color protectors. Resistant to acids, hard water—even sea water.

LUXOL—Softener and sheen producer par excellence. Used as addition agent direct to solvent in the machine. Fiber stimulant—restores the new look.

NAPSO 22—Medium titre powdered, built soap. Excellent for all classifications at temperatures up to 150°.

COLDWATER NAPTEX—For blankets, sweatshirts, woolens, rugs, dark colors, etc.

DREW OIL SOAPS—S.E.B. CONCENTRATED, COCOGEL, FOAMSUDS—For rug shampoos, fugitive colors, silk and woolen formulas.

DRUCOLOR—Ideal powdered chlorine bleach for small machine operations, wet cleaning cottons, laundrettes, rug cleaning.

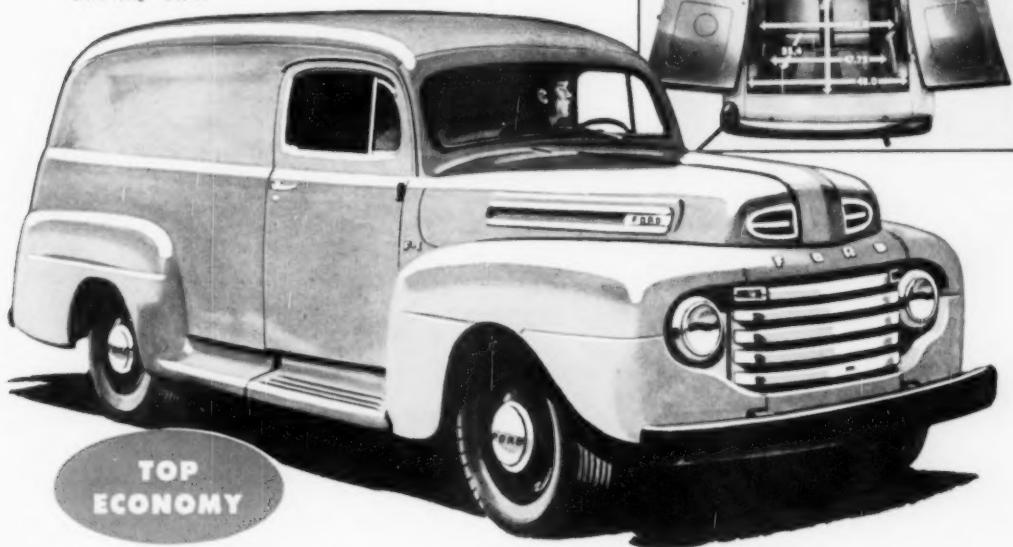


National Cleaner & Dyer

When writing to advertisers please mention The NATIONAL CLEANER & Dyer

For Cleaning and Dyeing delivery

Ford 8-1/2 ft. F-1 Panel. Capacity — 160.3 cu. ft.
G. V. W. rating — 4,700 lbs.



America's No. 1 Economy Panel



10 WAYS BETTER
THAN THE 4 OTHER
LEADING MAKES

● In addition to low first cost, there are ten other big reasons why more truck users are switching to Ford than to any other make.

The Ford F-1 Panel, for example, gives you ten big extras over the 4 other leading makes . . . and at no extra cost!

1. Up to 8 in. more load space length.
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3. Up to 300 lbs. less chassis-body dead weight.
4. Up to 18% more brake lining area.
5. Up to 15% greater frame section modulus.
6. Two tail lights—standard.
7. Integral fenders with no joint.
8. Gas-saving Tachometric ignition.
9. Oil filter and oil bath air cleaner standard.
10. Choice of 95-h.p. Six or 100-h.p. V-8 engine.

Today's trend is to Ford. Current registration figures show Ford is making the truck industry's biggest sales gains. Switch to Ford—America's No. 1 Truck Value. Choose from over 175 models ranging from 95-h.p. Pickups to 145-h.p. Big Jobs. See your Ford Dealer for good trade-in allowances, liberal terms, prompt delivery!

★ ★ ★

For even bigger load space, choose a Ford Parcel Delivery. These 104-, 122-, 134- and 158-in. wheelbase forward-control chassis come with grille, windshield, front-quarter windows, engine cover and seat and many other features. You add your choice of bodies—up to 550 cu.-ft. capacity.

MAIL THIS COUPON TODAY!

Ford Trucking Costs Less Because—

FORD TRUCKS LAST LONGER

Using latest registration data on 6,592,000 trucks,
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FORD Division of FORD MOTOR COMPANY

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specifications on Ford Trucks for 1950.

FULL LINE HEAVY DUTY MODELS LIGHT MODELS EXTRA HEAVY DUTY MODELS

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City _____ Zone _____ State _____

BUSINESS BUILDERS



First Aid for Juvenile Damage



appeared on the sport page of the newspaper where it was aimed to catch the attention of fathers.

Holiday Formal Cleaning Promoted

THE drycleaning of men's and women's formal clothes is now well worth special promotion, according to A. J. Ornstein of New Method Cleaners and Dyers, Denver, Colorado. After the wartime and immediate postwar lull, formal affairs are back in such numbers as to make an early start necessary on the holiday season between Thanksgiving and New Year's.

New Method gets its annual holiday-clothing program under way a week before Thanksgiving. Sales aids include garment-bag stickers, window signs and truck posters. Formerly the firm displayed a full-dress suit, a couple of formal gowns and a negligee in its windows, but found that their appearance was damaged by sunlight and dust.

The one most important sales asset in this type of promotion is routeman training, according to Mr. Ornstein. From Thanksgiving on all routemen spend a few extra minutes on each call discussing cleaning of delicate fabrics and educating the customer on some of the firm's "de luxe touches." Since New Method has found that a surprisingly large percentage of formal cleaning comes from middle-income groups, routemen discuss it at every call, regardless of neighborhood.

Routemen talk about hand cleaning of evening gowns, soaking of every hem in a special solution with no mechanical action, drying in cool air, and faster-than-normal handling. They emphasize that fast handling and immediate bagging prevent the possibility of the gown getting wrinkled or dusty after finishing. A note is enclosed with each gown stating what has been done to it and pointing out the large percentage of hand finishing.

On tuxedos and full-dress suits, the routeman points out such features as extra care in lapel press, usually done in the silk finishing department, and special attention to shiny or worn areas.

The routemen also urge customers to get their formal clothes in early to be sure to have them ready when

needed. As a result, more than half of New Method's holiday cleaning is done by the middle of November, thus preventing a heavy last-minute load.

Telephone Customer Contest

A NOVEL promotion contest was conducted recently by Crocker Cleaners, servicing Daly City and Colma, California. The contest, which was well publicized locally, asked residents to answer all telephone calls with "Crocker Cleaners" instead of the usual "Hello." If Crocker Cleaners was making the call, the person answering with the firm name received a free \$10 cleaning order.

Shoe-Repair Sideline

A SHOE-REPAIR service, said to be the first at a drycleaning plant in Detroit, was recently installed by Owner Dashkin of Sanford Cleaners. The service, provided through a wholesale connection with a regular shoe repairman, in two recent months of operation has grossed about \$100 per month. An attractive stand, cost-



SHOE REPAIR PROMOTED by special stand at Sanford Cleaners

ing \$195, was purchased by the shoe repairman from the Goodyear Company and subsequently furnished to Mr. Dashkin. Their agreement states that Sanford Cleaners is to receive a 20 percent commission on all work taken in. The regular service for shoe repairs is one day.

Mr. Dashkin, who has three branch stores, says that his customers seem very happy with this added attraction and that he expects to extend the service to all three branches.

GO MODERN... GET RESULTS WITH **TROY**

"BUSINESS BUILDERS"

Give your plant that "well dressed" appearance with modern Troy drycleaning equipment. Let Troy's reputation for efficiency and labor-saving performance bring you profitable results. Depend on Troy's sturdy construction for long trouble-free service life. Build toward tomorrow today — the modern Troy way!

ELECTROCLENE WASHERS

Newest and biggest drycleaning hit! All operating parts fully enclosed, yet readily accessible. Only two points on washer and three on motor to lubricate. Motor-driven and belt driven models. Six sizes: 30" x 30", 30" x 48", 36" x 36", 36" x 48", 36" x 54" and 36" x 64".

ATLAS DRYCLEANING EXTRACTORS

Better quality drycleaning in less time and at lower cost. Center-slung design provides maximum safety. "V" belt motor driven, available in 40" and 48" diameters. Slower speeds for "system license" cleaners.

TROY-OLSON SUPER-FLOW FILTERS

Patented scraper, filter cone design make sludge removal easy. Exclusive backwash system eliminates manual and mechanical scraping. 7 sizes: 1000 through 10,000 gallons per hour.

SUPER-FLOW STILLS

Heater and pre-heater coils are removable for easy inspection and cleaning. Sturdily constructed, easy to install and operate.

WRITE FOR NEW 36" ELECTROCLENE BULLETIN

Illustrates and describes new TROY 36" diameter ELECTROCLENE Drycleaning Washer and all its features. Bulletins also available on TROY-Mercury Petroleum Units, Troy-Vic Synthetic Units, Garment Presses and other Troy drycleaning equipment.

TROY

LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.
1000 BROADWAY, NEW YORK 10018



ONE
OPERATOR
DOES THE WORK
OF TWO
WITH THE
EXCELSIOR
FINISHING SYSTEM



"It's easy to solve that problem," says Bill Caplan, President of Excelsior. "Instead of searching for more skilled help to speed up production in your plant, switch over to America's most modern finishing system . . . Excelsior's combination offset Finisher and Fabric Head Pressing Unit. With these miracle machines, each of your present operators can do the work of two operators with older, out-of-date methods. That means you'll get more work . . . better work . . . in far less time! The result is obvious . . . a saving on your payroll

... a saving on production costs . . . plus added volume and greater profits."

If this simple solution sounds too good to be true, don't take Bill's word for it. Check with any of the hundreds of plant owners from coast to coast who will bear out Bill Caplan's claims. They know, through experience in their own plants, that the Excelsior Finishing system completes any type of garment with production methods while retaining that "hand-finished" look. Write for details.

EXCELSIOR

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1454 RANDOLPH ST., DETROIT 26, MICH.



STOP "SPOTTER'S HANGOVER"

with this odorless
oil, paint and grease remover

Just look at all these
advantages you get with
ERUSTO
Oil, Paint & Grease Remover!

1. Holds loosened stains in suspension
—prevents redeposition
2. Will not break down cleaning soaps
3. Entirely soluble in all petroleum or
synthetic solvents
4. Contains no excess fatty acids,
free alkali or chloroform
5. Completely removable in the filter
when sweetener powder is used
6. Safe to all present-day fabrics



Dry cleaning and laundry products

Pensoil	Erusto-Cetic
Perchloron	Erusto Oil, Paint &
Penozone	Grease Remover
Erustocide	Erusto Dry Spotter
Erusto Salts	Erusto Wet Cleaning Soap
Erusto Blues	Erusticator
Quaker Blue	Erusto Pre-Spotter
Quaker Improved	Erusto DDT Emulsion
Chlorinated Lime	Erustolax
Erustolin	(Trade Marks
Erustosol	Reg. U. S. Pat. Off.)
Erusto Solvent	ALSO:
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PROGRESSIVE CHEMISTRY FOR A CENTURY

Headaches or nausea caused by strong smelling spotting compounds are no fun

...You can do your spotter a real favor by changing to *new* Erusto Oil, Paint & Grease Remover, a spotting compound that is *odorless*. That feature alone makes this product worth looking into BUT...

Here are three more advantages of ERUSTO OIL, PAINT & GREASE REMOVER

1. Speeds Up Spotting . . . lets you work more spots on the wet side. Few, if any, spotting compounds are so soluble in water as Erusto Oil, Paint & Grease Remover. If not rinsed immediately in dry solvent, most spotters tend to ring or spot the fabric. Erusto is soluble with water in any proportion . . . rinses out freely on the wet side, leaving no ring or stain to necessitate re-cleaning.

2. Really Takes Out Spots . . . quickly removes stains caused by oil, paint, grease, waxes, glue, marking inks, varnish, lacquer, nail polish, lipstick and many others . . . holds the particles in suspension to prevent redeposition.

3. Backed by years of experience. It's a product of Pennsalt, makers of Erusticator®, a favorite rust remover for over 35 years.

Erusto Oil, Paint & Grease Remover is safe to fabrics, including present-day synthetics. Contains no excess fatty acids, no agents which react to break down dry cleaning soaps, no free alkali. It is completely removable in the filter when activated powder is used, may be used just as readily on the dry side as the wet.

Complete information on the characteristics and use of Erustox Oil, Paint & Grease Remover is yours for the asking. Just fill in and mail the coupon below.

Mail this coupon for valuable free booklet!

Laundry & Dry Cleaning Department,
Pennsylvania Salt Mfg. Co.,
2119 Widener Building, Philadelphia 7, Pa.

Dear Sirs:

Please send me a free copy of Service Bulletin No. 18,
"How to Use Spotters Efficiently."

NAME _____ TITLE _____

COMPANY _____

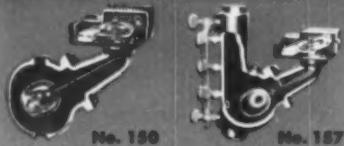
ADDRESS _____

CITY _____ STATE _____

DRY
CLEANING
HELPS

Steam spotting makes all spotters more active on colors. Therefore only dilute solutions of spotters should be used—and more precautions taken—when spotters are to be used with a steam gun.

Sam, you better SCRAM!



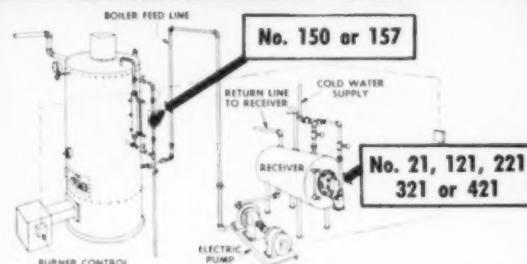
Pump controllers

Highly perfected and proved in thousands of installations, the McDonnell No. 150 is the pump control for boilers with steam pressures up to 150 lbs. Convenient terminals provide circuits for pump motor (or starter), for low water cut-off of burner, and, when desired, for low water alarm. No. 157 (at right) is the same dependable control with integral water column which greatly cuts cost of installation under many conditions.



Receiver tank make-up feeders

To provide make-up water when insufficient condensate is returned to the tank, dependable McDonnell make-up feeders are available. Simplest form when adaptable is the No. 21 series (at left) which is installed right in receiver tank and feeds water directly. Four flange shapes and sizes are provided in this series (Nos. 21-121-221-321) to fit openings in most tanks. The No. 421 (at right) takes care of conditions where installation with equalizing piping is necessary. These quality feeders seat drip-tight against high water pressures.



—but no need to SCRAM with dependable boiler water level control

A steam boiler without automatic boiler water level control is strictly a "Sam-you-better-scram" deal. But there's no need to scram when the job of safeguarding the boiler is taken over by the simple hook-up diagramed above.

It will pay you to study this diagram for a moment and note how the water level (the feed pump) is controlled from the water level itself by a McDonnell No. 150 or 157 pump control. This modern method holds the water level within the close limits that steps up efficiency . . . pays for the control.

An extra switch on the control provides circuits for low water fuel cut-off and low water alarm if a fuse should blow in the feed-pump circuit. The McDonnell make-up feeder on the receiver tank maintains a minimum level in the receiver tank at all times.

Note the facts opposite about the dependable McDonnell equipment that will give you this protection and increased efficiency. Ask for data sheets covering every detail of the simple installation and wiring.

MCDONNELL & MILLER, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.

Doing One Thing Well

MCDONNELL

Boiler Water Level Controls

SIMPLEST, Push-Button DIRECT DRIVE WASHER

The WESTERN MODEL 500 DIRECT Motor Drive

Why? Simplicity of design—entirely operated from Finger Tip Push Button Controls. Less moving parts—One end V-Belt Drive—No extra belts or countershafts to wear or adjust. Only 3 places to oil. No adjusting or replacing necessary for the duplex trunnion shaft seals. Rigidly mounted anti-friction type outboard bearings assure positive alignment. Metal cylinder with greater agitation. In 30 x 36, 30 x 48, and 36 x 54 in. sizes.

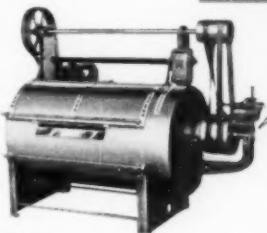


Other WESTERN Washers
and Extractors to Suit
Every Requirement!

REQUIRES LESS FLOOR
SPACE THAN ANY
OTHER WASHER

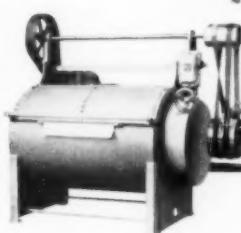
Western Model 500 Belted Motor Drive

The easiest operated, most practical "One Hand Lever Control" Machine you can buy. Ruggedly built for lasting service. In 3 sizes.



Western Model 50 Belted Motor Drive

Incorporates all the design of the Model 500 and many of the operating features. Choice of wood or metal cylinder. 3 sizes available.



Western Extractors

Solid curb. Motor driven safety equipped. 3 sizes, 20", 26", 30". Both laundry and drycleaning types.



Yes, the complete modern Western Dry Cleaning Washer and Extractor line offers any plant, anywhere, the size and type of unit needed to fit their requirements. Compare any Western-built machine for ruggedness, compare it for operating economy, compare for design and performance—then check the price. You'll be amazed and completely satisfied on what your dollar will buy when you buy Western—truly the equipment designed with the dry cleaner in mind. Get the full facts before you buy—compare Western equipment now.



NORTH KANSAS CITY, MO.

10th & Fayette, Dept. NC, North Kansas City, Mo.
Please forward details on Western equipment as checked:

Model 500:
 Direct Drive
 Belted Motor Drive

Model 50:
 Size
 Extractor
 Size

Name _____

Address _____

City _____ State _____

GADGETS

and gimmicks



Revolving Hat Box

MANY drycleaning stores are irregular in shape. Many packages holding garments to be returned to customers are awkward to store until called for.

Kraus Cleaners in Memphis, Tennessee, solved its problem of storing hat boxes by making a multiple Lazy Susan. The storage racks are approached at each end behind the counter through a narrow archway. To the

right of one arch was a small triangular area which had little use as garment-storage space. Here a series of circular shelves were mounted on a shaft. The shelves were roughly about three feet in diameter and would each accommodate eight or ten hat boxes as well as other odd packages.



Reel Storage

WHEN Kohler's Model Cleaners of Allentown, Pennsylvania, remodeled an old residence for its own use, a large picture window was set in the room used for the plant store to provide both light and a good sidewalk view of the nicely decorated store interior.

However, when volume gets as heavy as it did during late spring and early summer this year, the rack space in the store overflowed. After debating about putting racks up in front of the window, an assembly reel was installed, and all the bagged ladies' dresses were hung on it. While sacrificing the nice appearance of the store through the window, the impression of a busy plant was emphasized. At the same time when volume slacks off again, the reel can be removed and the regular racks will remain full.



BESIDE WINDOW REEL note plywood dust shields over regular racks

Finishing-Room Catchall

BETWEEN presses at Regal Cleaning & Dyeing Co., Salt Lake City, Utah, tables made of half-inch metal pipe and covered with a cotton-cord net are used



as catchalls. There is a table between every two presses and a round table at the steam forms.

The tops of these tables are made of cotton-cord nets to prevent any snags which might result if wire netting were used.

Protection for Neon Sign



TREE BACK OF NEON SIGN of Reliable Cleaners, Carlsbad, New Mexico, is effective background summer and winter but caused heavy damage. Owner Jack Meyers protected sign from falling objects with frame and metal screen (hardware cloth) which extends out 24 inches at each side but not down over letters; thus does not interfere with neon reflection

YOU HAVE THIS 3 IN 1 CATALOG USE IT TO CUT COSTS, SAVE LABOR all through the plant

REFER TO THE
Dryco SECTION
WHEN YOU NEED
FINISHING
AND SPOTTING
EQUIPMENT



Packed with products
and ideas that —

- Save Time...Improve Quality
- Increase Production
- Lower Operating Costs
- Make Tough Jobs Easy
- Better Work Conditions
- Economize Plant Space

PLANT Tested... PLANT Proved

Dryco FINISHING AIDS PAY FOR THEMSELVES... THEN PAY YOU!



MODEL F—Dryco E-Z Squeeze Water Spray Gun. More efficient than all others combined. Simple, fast. Just reach, squeeze, to get instant spray. Complete \$9.95
MODEL S—Pistol Type Spray Gun. Another famous spray gun by Dryco. Connects to water line at either top or bottom of gun \$9.95



MODEL 6033—"Moisture-Conditioned" STEAM ELECTRIC IRON. Does not water-spot, even on low heat. Particularly safe for synthetics. Finish more garments, better, in less time. Super-comfort, cool handle. Preferred in plants everywhere for over 18 years. Complete \$33.00



MODEL 3000—Dryco Combination STEAM AND SPRAY SPOTTING BOARD. The ideal all-purpose unit. Narrow, perforated tip simplifies steam and spray spotting of difficult areas. All-Monel top cannot crack or wear out, is not affected by chemicals. Adjustable height. Complete with garment tray . . . \$135.00



MODEL 1015—LADIES' and MEN'S SHOULDER and SLEEVE PUFFER. Finishes shoulders 3 times faster! Only 6 seconds per shoulder. No puckers, no wrinkles, no shine \$59.50

MODEL 1004—PUFFER SET. 4 different heads permit operators to reach and finish difficult ruffles, tucks, sleeves, etc. \$195.00
Other puffer sets also available.

CASH IN ON ALL THE ADVANTAGES OF Dryco EQUIPMENT

Do More Work, Better, Faster, Easier, at Lower Cost

Order Now FROM YOUR SUPPLIER....

Dryco CORPORATION

DRYCO EQUIPMENT
COSTS ONLY A FRACTION
OF WHAT IT SAVES

HE IS OUR DISTRIBUTOR

CHICAGO 24, ILLINOIS

ASK THE EXPERTS!

Quality Furs, Inc.

MANUFACTURING FURRIERS 313 SEVENTH AVENUE, NEW YORK 1, N. Y. - CHICKERING 4-9948

September 19, 1950

National Cleaner & Dyer
K. H. Donnelly Corp.
304 E. 45th Street
New York, New York

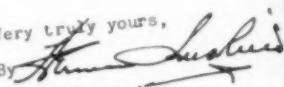
Gentlemen:

I have just had the pleasure of reading David G. Kaplan's "Fur Book", published by you.

For the first time, fur production techniques are explained and illustrated in a manner so clear and simple, even the layman can understand it.

To say that every furrier, whether he be a manufacturer or retailer, can derive much valuable information on manufacturing, repair and remodel techniques, only begins to describe the usefulness of the "Fur Book".

I wish it were possible to place this book in the hands of every fur buyer, salesman, processor, storage man, department store, specialty shop executive and others handling fur garments, so that all would properly appreciate the whys and wherefors of fur garment craftsmanship.

Very truly yours,
By 
Herman Suskind

HS:MC

From one of the country's
most outstanding furriers

Here are just a few of the comments
of our authorities about

THE FUR BOOK

BY DAVID G. KAPLAN

From Fur Trade Review, a leading industry weekly:

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"The Fur Book" is recommended to both the craftsman and neophyte as enabling them to do any job correctly the first time. A good book, indeed...."

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INDISPENSABLE TEXTBOOK FOR EVERYONE WHO HANDLES OR PLANS TO HANDLE FURS!

The Fur Book includes basic techniques, standard and improved methods for processing and conditioning, types of pelts, common problems and how to solve them, considerations in setting up a fur business or department. Every phase described step by step, with sample jobs in detail and fully illustrated throughout. Complete, practical, easy-to-understand presentation by an experienced teacher-furrier.

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Gentlemen:

Please send me my copy (postage paid) of THE FUR BOOK by David G. Kaplan.

Name _____

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Trump

on the spot



Use Trump for stains caused by: Paint, grease, varnish, oxidized oil, tar, asphalt, lipstick, some inks, blood, albumin, perspiration, stubborn soil and numerous other stains. Loosens dirt in hems, pleats, bottoms of formal dresses and coat linings. Does the work of several spot removers. Can be used with petroleum or chlorinated solvent. Trump is "dry" but water may be added to make a wet spotter. Rinses with solvent or water.

for dry prespotting

Use diluted with solvent and follow with straight Trump when necessary.

for wet prespotting

Trump mixed with water can be used when wet prespotter is desired.

for soaking

Diluted with solvent, makes a soaking bath for removing redeposited gray soil; imbedded soil in curtains, draperies, bottoms of dresses.

for lipstick and ball point ink

Removes lipstick or ball point ink on spotting board or in the wheel.

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Will remove the same hard-to-get-out spots in wet cleaning as in dry cleaning. Added to soap stock gives superior job on athletic uniforms.

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Used with dry cleaning soap reduces spotting and wet cleaning.

Spix

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119 Dahlia Street
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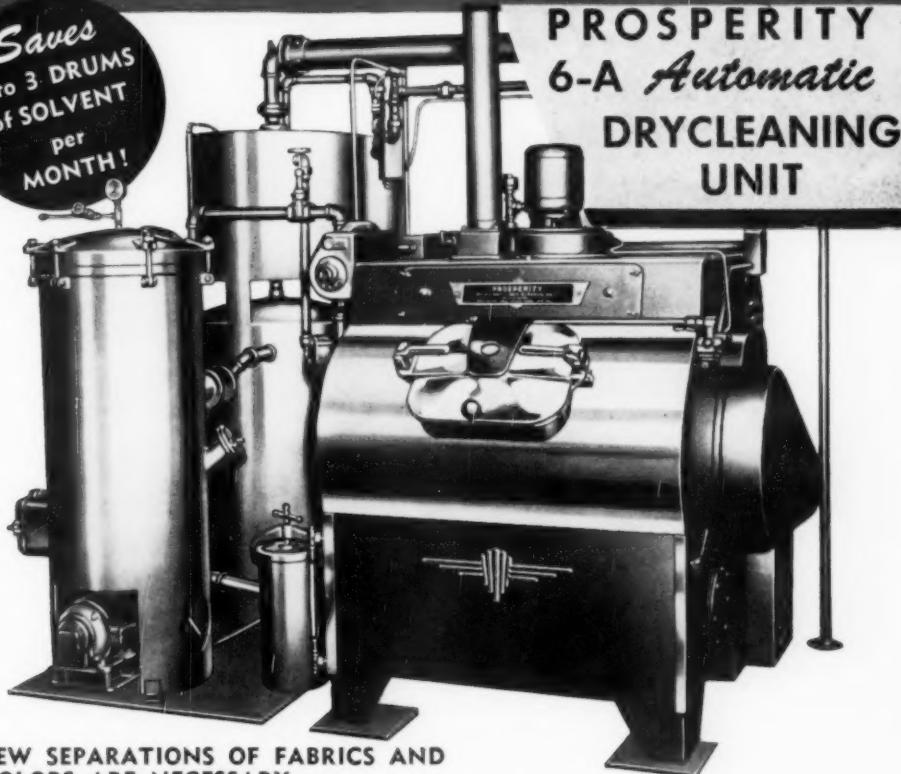
What are You Paying?

The INITIAL PRICE you pay for a drycleaning machine is Not its Cost.

It's what you pay month after month for solvent, supplies, labor and maintenance!

Think of it this way...what is the machine paying you...in continuous PROFITABLE production of QUALITY Drycleaning?

*Saves
2 to 3 DRUMS
of SOLVENT
per
MONTH!*



FEW SEPARATIONS OF FABRICS AND COLORS ARE NECESSARY

- Most Silks and Wools are Cleaned Together
- Many Colors are Cleaned Together

THIS TYPE OF UNEXCELLED OPERATION MAKES IT POSSIBLE TO:

- Keep Orders Together
- Simplify and Reduce Assembly Costs
- Speed up Delivery

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National CLEANER and DYER

Vol. 41, No. 11

EDITORIAL

November, 1950

COMPETING FOR FUR-TRIMMED COATS

An example of how competition never remains static is a new type of business appearing in New York City. The operator is a "furrier" who specializes in cleaning nothing but fur-trimmed cloth garments. He does not deal in complete fur garments nor in garments entirely made of cloth. It is his contention that the furriers cannot properly clean cloth garments, but also that drycleaners should not be trusted with cloth garments containing fur trim.

This is not a threat that the drycleaning industry can laugh off. Consider, first, how much of your winter-wear volume is fur-trimmed. Consider how much more of it might be fur-trimmed if styles revert to the heavily befurred garments of the 1920's. The majority of drycleaners who put fur-trimmed garments through drycleaning just like any other cloth garment have not discharged their full responsibility if they merely avoid exposing the fur to steam and thereby shrinking and hardening the skins. There is no denying that they have extracted oils from the skins. These oils are not natural oils as claimed by some persons, but are oils that have been "tramped" into the skins by the dressers.

The removal of this oil does not immediately destroy skin. It does leave the skin in a highly absorptive condition. Then, as moisture is absorbed and expelled from the skin when its wearer goes out into bad weather and comes back to hang her coat up in a dry closet, the skin rapidly deteriorates, becomes extremely fragile.

It is the drycleaner's responsibility to restore oils in the treatment of such garments. The average drycleaner makes an extra charge for fur-trimmed garments, anyhow. If necessary he should charge an even higher premium.

This should be enough to permit him to snip the stitching along one side of each piece of trim, roll the pelt back and quickly rub in some oil to preserve the skin. It can be done; it is being done. It is necessary to the health of the skin; it is very important to the improved customer and public relations of the drycleaning industry.

SELLING STILL NEEDED

MANY drycleaners are secretly relieved because the Korean War and the defense program are expected to solve all their sales problems. They would rather wrestle with labor shortages than aggressively peddle their wares to an indifferent public. But they are in for a rude awakening. Things won't be the same as they were in World War II!

For one thing, the number of drycleaning plants

in the United States has doubled since VJ Day. So has drycleaning capacity. While most of the new plants are small, a majority of the older firms have greatly increased their productive facilities.

Gasoline will be much easier to get this time, particularly for commercial purposes, which means your competitors will still be picking up and delivering. Their customers are less likely to come begging to your stores to do their work. It will take at least average service and average quality to fill your plant. Yet with labor costs up and other costs rising, a very high break-even point can be expected. Plants will have to be kept full to survive! Bankruptcies need not be expected to decrease short of total war.

Sales personnel, on the other hand, will be harder to find, difficult to train, less conscientious toward their work and the business. A tougher sales training job will wipe out any benefit from an easier selling market.

The drycleaning industry may be nearing a critical point in its history. Having sold the public on drycleaning as a necessity, we are now in danger of alienating them with poor work and poor service. That's when some enterprising firm will step in with a one-suit cleaning unit for home use and make himself a million bucks! A small French unit shown at the British exhibition could conceivably be adapted to domestic use for large families or apartment houses.

SURVIVAL BY VELOCITY

We have often wondered how an organization as ponderous as the Du Pont complex could survive against competition from every side by younger, streamlined firms. Usually there comes a time when size reduces vigor and the savings of mass production and purchasing power are offset by the inefficiency of a bureaucratic working force.

According to *Fortune* magazine's lengthy probe into the Du Pont web of businesses in its October 1950 issue, it is velocity (our term) that keeps Du Pont ahead of the pack. The stress is always on the new product, the new process, the new method, the young man. Keep ahead of competition by constantly moving into fields as yet unexplored. A pioneer can capitalize on his mistakes and push on; a follower stumbles over his mistakes and falls behind.

We don't compare Du Pont with a drycleaning plant. We just suggest that if there is anything in your plant being done exactly as it was done six months ago you are fighting your competitors on their terms, not yours.

BISHOP Cleaners WORK-SAVERS

Improve efficiency—speed production—reduce cleaning costs



**BISHOP
FILTER
POWDER
INJECTOR**
for cleaner
loads, cleaned
faster, easier

Powder goes direct to filter, away from garments. Saves steps, hours of time. Easy operation. No. B67



**BISHOP
MOBILMARKR**

BISHOP MOBILMARKR

3-in-1 unit of storage bin, hopper and marking table. Just load (at truck), roll (to open area in plant), and mark. Made in 2 sizes: B2-133D (120#) B2-131D (200#)

BISHOP MOTO-RACK

New, faster way to ROLL bagged work to delivery... carries 50 assorted, bagged garments, without crushing or wrinkling. Saves labor. Very maneuverable and compact. B24-10



**BISHOP
MOTO-RACK**



**BISHOP
PRESPOTTING
TUB**

Prespotting Tub. Perfect for new Spra-Spotting technique. Use also for fragiles and for wetcleaning. Size 53" x 19" x 27" high. Has draw-off valve and soap tray. No. B20-1



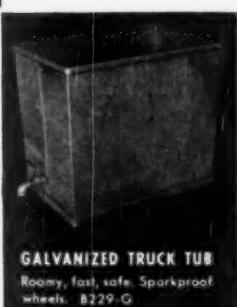
**BISHOP
BAG-O-TEER**

Combined bagger, desk and overhead rack (for 3 sizes of bags) plus storage for reserve bag supply. Fast, efficient, easy bagging in one square yard of space. Heavy non-tilt base needs no floor lags. No. B30-1



**BISHOP
SPOTTING BOARD**

All-Monel 53" top has 16" perforated tip. Adjustable garment tray with splash apron. B21-5



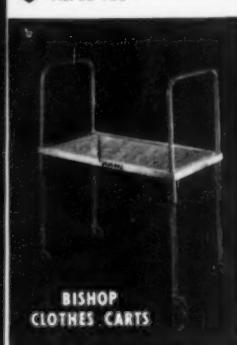
GALVANIZED TRUCK TUB

Roomy, fast, safe. Sparkproof wheels. B229-G



**BISHOP
DRI-TOP IRONING BOARD**

Perforated metal top with coiled steam pipe underneath. Moisture dries instantly for finer, faster finishing. Fireproof. B4-12



**BISHOP
CLOTHES CARTS**

✓ **CHECK THESE
LABOR-SAVERS
TO CUT COSTS
IN EVERY
DEPARTMENT...**

MARKING ROOM

BISHOP MobilMarkr
BISHOP Marking-In Table
BISHOP Clothes Carts

WETCLEANING

BISHOP Wetcleaning Table

FINISHING

BISHOP Dri-Top Ironing Board

SORTING & ASSEMBLY

BISHOP Cleaners Sorting Reel
BISHOP Belt & Tie Reels
BISHOP Invoice Desks

BAGGING & SHIPPING

BISHOP All-Purpose Tables
BISHOP Bag-O-Teer
BISHOP Moto-Rack
BISHOP Garment Racks

Let this big
new Catalog
help you get
MORE WORK
of FINE
QUALITY at
LESS COST,
FASTER, in
LESS SPACE





FRONT OFFICE of new Royl plant at Greenfield, Massachusetts, in three shades of blue. Air-cooled, bright and beautiful



VIEW FROM COUNTER. Garment hook on right is same one shown in photograph above



THE ROYL OPENING

STORE IS ON CORNER. Bank of three vertical windows is office; bank of six vertical windows displays shirt unit. One-car garage at right

Attractive Small Plant Appeals to Customers And Production Details Appeal to Drycleaners

by WILLIAM R. PALMER

A COUPLE of months ago we wrote a brief report on the very successful working exhibit sponsored by Royl Cleaners at the Greenfield (Massachusetts) Trade Fair. The plant's shirt unit stopped the show. In fact, we have heard since that other exhibitors complained because all of the traffic was stalled in front of the Royl Cleaners booth. Because of its success the plant's manager and owner, Winthrop P. Dadmun, has resolved to have working exhibits of some kind at all future trade fairs.

In the meantime, Mr. Dadmun has just held the grand opening of his new drycleaning plant in Greenfield. An attractive building in appearance, it has several features of interest to fellow drycleaners.

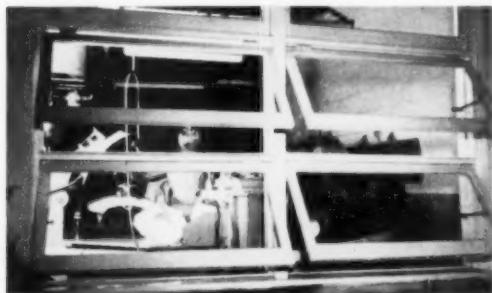
The opening was well promoted. There was the usual splurge (five pages) in the local papers by Royl Cleaners and the various contractors responsible for its construction. Open house and a demonstration were held on Thursday and Friday of the opening week throughout the afternoon and evening. In addition, a

well-known speaker from the drycleaning industry addressed the local Rotary club and then the entire group of Rotarians was taken to the plant for a visit and demonstration.

The building is modern without being "modernistic." The architect carefully avoided that frosted-cake appearance by alternating glass-brick windows with red-brick panels along the left side of the building. The floor of the entire building is covered throughout with asphalt tile. This has eliminated the cement dust that shrouds new plants, and has made housekeeping quite simple.

The store counter and the back wall of the store are grooved blue squares with the grooves running in alternate directions. The store walls are in three shades of blue.

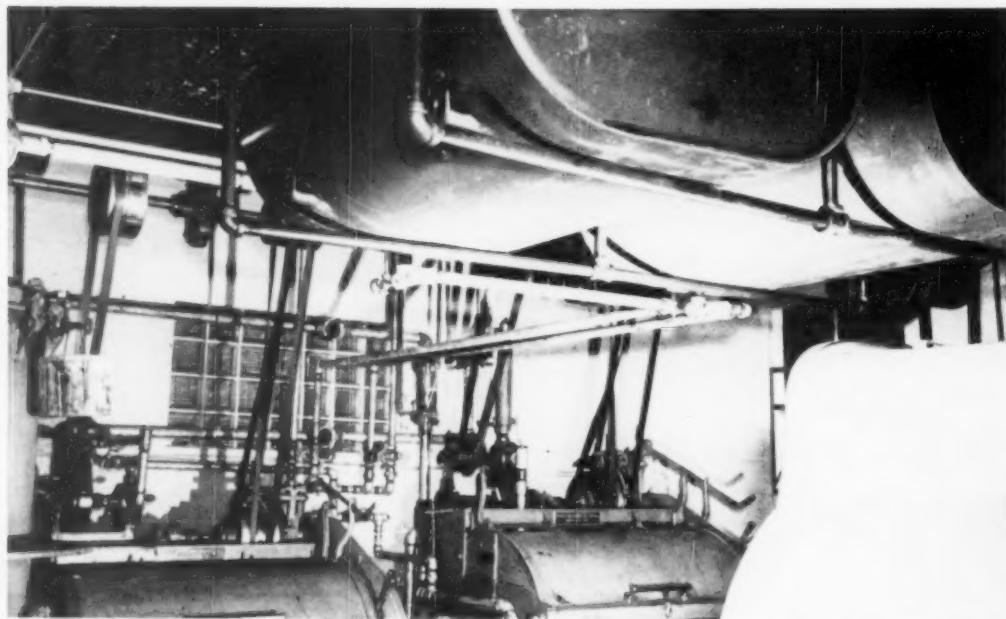
A picture window would have been out of keeping with the rest of the plant but a similar effect was achieved by a bank of six windows, hinged at the top to open against the rain. This permits the shirt unit to



WINDOWS REVEALING SHIRT UNIT look on drive-in area and street



COMPACT WOOL UNIT for one or two operators. Trousers stacked on trays with tops facing press



OVERHEAD TANKS for detergent and sizing. Pipes in foreground are hangers supporting tanks. Note sight glasses set in front of glass-brick window.

be in plain view of customers and of passing automobile traffic. Mr. Dadmun has one two-girl shirt unit in his plant and another two-girl unit in a store at neighboring Turners Falls. All of the shirts are washed in the plant's wetcleaning department.

Dry Sizing Builds Volume

One of the greatest factors for building volume for Royle Cleaners has been the consistent use of a dry sizing applied in the wheel. In his new plant Mr. Dadmun has installed two tanks on the ceiling of his dry-cleaning room, one for detergent and the other for the sizing solution. After the garments have been cleaned in the washer, the solvent is drawn off and the solution dumped into the washer from the overhead tank. The garments are given a short run in the solution, then set up on the drainboards to drip.

While the garments are draining, new sizing, carefully measured according to the weight of the garments just treated, is poured into the solution remaining in the bottom of the washer. This is then pumped back into the overhead tank. In this manner, the strength of the solution is kept at the proper level. Once every six weeks the sizing solution is dumped from the tank and a complete new batch made up.

All summer suits are sized, particularly cords, cottons, seersuckers. All silks, especially formal, are sized. All sport shirts are sized, also curtains and household materials. Formals with marquisette or other flimsy parts receive a dose of sizing three times the strength of the normal solution, but this is done by dipping in a crock rather than handling in the wheel.

The appearance and body of all these garments are very impressive to the customer. Also, the finishing becomes simpler because the finished parts of the garments don't become mussed as the operator works on other sections of the fabric. Mr. Dadmun credits a great deal of his success to the quality of finishing made possible by the use of sizing on the dry side.

Royle Cleaners apparently has come up with a solution to the objection to spotting through two thicknesses of cloth on the wool spotting board. Behind a standard silk spotting board a sloping table has been placed which has the perforated grid surface that can be used for rough spotting. However, the front edge of the table is cut on the slant to fit the taper of the silk spotting board. Thus a garment can be laid across both the spotting board and the table for inspection. If a spot needs treatment the garment can then be slipped over the end of the spotting board and worked with the spotting gun through a single layer of fabric.

While designing his boiler room, Mr. Dadmun made provision to locate out with the boiler every possible piece of equipment that made an excessive amount



ALL NOISY EQUIPMENT is in boiler room on left. Tumbler chimney at right muffles tumbler stocks.

The Sanitone Dry Cleaner

A ONE-TWO PUNCH

To Boost Dry Cleaning Profits!

Amazing NEW
SANITONE
Guaranteed
Mothproofing
Treatment

Amazing NEW
SANITONE
Guaranteed
Water-Repellent
Treatment

THE SENSATIONAL DRY CLEANING THAT GETS
CLOTHES CLEANER NOW OFFERS THESE TWO PLUS FEATURES!



Sanitone MC
Mothproofing
Stops All Chance of
Moth Damage
Guaranteed for 1 Year



Sanitone WR
Water-Repellent
Treatment
Protects All-Weather
Garments—Restores
Shower-Proofing



Now the Sanitone dry cleaner can offer mothproofing that really works! Tested under every possible condition, Sanitone MC is backed with a positive one-year guarantee.

Conceived as a business builder to get new customers and increase revenue from old customers—Sanitone MC mothproofing is proving its worth to licensees all over the country.

Another example of how Emery keeps Sanitone licensees ahead of the parade is the remarkable new Sanitone WR Water-Repellent Treatment! It not only restores shower-proofing to all-weather garments, but gives all clothes a like-new feel!

Both Sanitone MC and Sanitone WR are real business builders; they bring dry cleaning customers back for more!

Write today for the details of the Sanitone program of improved, money-saving dry cleaning methods... proved merchandising plans including Sanitone MC and WR.

SANITONE DRY CLEANING SERVICE
EMERY INDUSTRIES, INC. • CINCINNATI 2, OHIO



WOOL SPOTTING UNIT features grid-surfaced table cut on slant to fit in with taper of spotting board

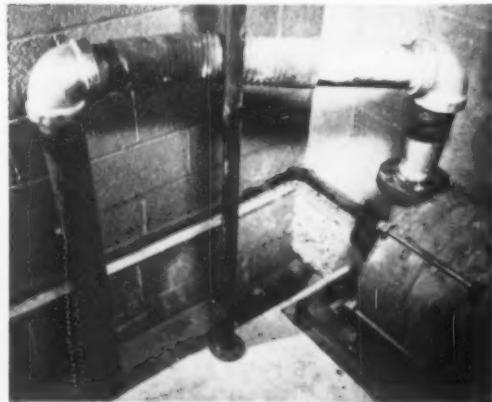
of noise including the compressor and the vacuum machine. As a result the plant proper is a relatively quiet place to work.

Although it is situated on a busy intersection at the edge of town, there are numerous homes right around the new plant. To prevent complaints, a special chimney was constructed on the outside of the cleaning room as an outlet for the tumbler stacks. This serves three purposes. It very measurably muffles the roar of the tumbler stacks; it cuts the heat in the yard and it reduces the amount of lint flying around. The heavier pieces of lint drop to the bottom of the chimney and are removed through a door in the chimney. The finer particles are blown out and seem to disappear, since after some weeks of operation Royl has found no collection of the powdery lint anywhere around.

The tank of the vacuum machine in the boiler room has been laid in a trench alongside the vacuum pump. It has a check valve at the bottom of one end which is held in place by vacuum but is pushed open by water that collects in the tank. The bottom of the tank is actually a dry well, a five-foot-deep hole filled with cobblestones and gravel which collect and drain off the discharged water into the ground.

Mr. Dadmun's advertising is moderate. The driver of his one truck does no soliciting but spends his time picking up phoned-in orders and ferrying garments between the plant and the Turners Falls store.

The consistent, high quality of the cleaning and the finishing has been responsible for steady growth. The new plant is a tribute to Mr. Dadmun's application of the best type of sales promotion there is. # #



DRY WELL carries off discharge from vacuum tank



PERSONAL INSPECTION by Winthrop Dadmun of all work going through plant insures its quality. Inspection and bagging station is just outside private office, which he rarely uses

Here's a Place
to Step Up
Production and
Profits

A **HOFFMAN** Air Vacuum System
on Your Presses Cuts Fuel Bills
25 to 40%—Improves Pressing

There's a big difference in your production—and in your profits, when you replace steam vacuum with a Hoffman Air Vacuum System. You get vacuum action the instant you step on the vacuum pedal. And you get more vacuum! That means faster drying—more garments pressed per day, all with finer results.

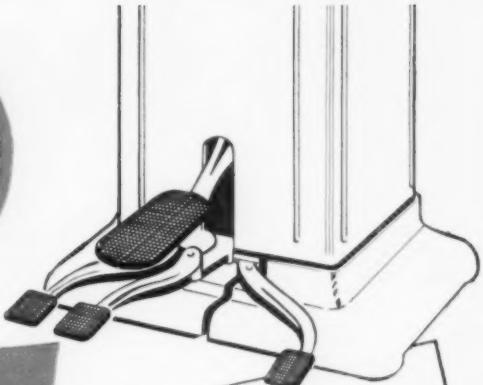
On top of these advantages, you cut your fuel bills 25 to 40%. The steam you save can be used for that additional equipment you've wanted, without increasing boiler capacity. Besides, press pads and coverings last longer—and you save on repair bills! The facts cost you nothing—why not get them today?

Wide range of Sizes for 1 Press
up to Groups of 200 or More



U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.



*Now—
Advanced
Improvements
in All Models*

*Ask your
HOFFMAN
Representative*



Hoffman

STORES FIT NEEDS

Contrasts Between Two New Branch Call Offices Illustrate the Why's of Design

by JOHN J. DUNN

IN considering store design, the element of "why it was done this way" is usually less apparent but much more interesting than the details of "what was done."

This spring Hymie Mitkowsky of the Empire State Cleaners in New York City opened a new branch store in a wealthy section of Manhattan's Madison Avenue. In September he opened a second store, on 23rd Street about a half block from Peter Cooper Village, a tremendous, relatively high-rental housing development along the East River. The two new outlets have many characteristics in common but neither completely duplicates the other. The differences between them illustrate some of the reasons why stores are designed the way they are.

Aside from investment or individual prejudice, the factors behind an architect's choice of store design and layout can be pretty well classified under two general headings: (1) the physical limitations of the site in respect to frontage and ceiling height, and (2) the nature of the operation to be performed on the premises. The influence of both these factors can be observed in contrasting Mr. Mitkowsky's two outlets.

Effect of Site

The original physical characteristics of the sites have accounted for some of the major differences between the two Empire State branches. The frontage at Madison Avenue is in good proportion, having a 16-foot width and an 8½-foot ceiling. At 23rd Street, on the other hand, the architect faced the task of planning an attractive store behind a front 12 feet high and 12 feet wide. Here he was required to include a number of features designed to lower the ceiling height and produce a feeling of greater width in the boxlike area.

One of the most obvious and effective devices used to "bring down the ceiling" at 23rd Street is a partial false ceiling. This starts behind the front window and gradually widens out until it meets the section passing across the store above the counter.

An additional "broadening" element, less apparent at first glance, is the fact that all lines leading into the depth of the store are on the diagonal. For example, the false ceiling is wider at the back than at the front so that an oblique line is formed for the observer. The parallel stripes of the rubber-tile floor run diagonally across the store. The setback front serves a similar func-



INTERIOR OF 23rd STREET STORE was planned to give illusion of greater width. Narrow mirror panel is shown at extreme right. Note at left advertising area in "narrow" of setback front.



spot?

so what?

She'll never know
it happened after Adco's spotters
go to work!

VD SPOTTER

now carries water to remove water-soluble
food and perspiration stains...as always
effective on solvent-soluble stains and safe
on the most delicate dyes and fabrics.

SPEE-DEE

faster removal of paints, grease,
lipstick, nail polish, all cosmetic stains...
effective wet or dry.

PURO

improvement on chloroform for all dry
stain removal...safe on all
synthetic fabrics and delicate colors.

WETSPOT

removes soil, paints, oils, grass stain on the
wet side. With Wetspot no re-running
of wet-cleaned garments necessary.
Does the work of a "digester" at but a
fraction of the cost!



Adco, INC., SEDALIA, MO., U. S. A. • Manufacturing Chemists Since 1909

tion. The "return" is at right angles to the window and not to the true line of the building. (In case you don't know—and we didn't until a couple of days ago—a "return" is an architect's name for the panel next to the deep end of a setback.)

An unusual architectural feature of the Madison Avenue store is a side wall composed of white painted brick. A section of mirror at the point where the wall meets the partition gives the illusion that the wall continues beyond the partition. A narrow mirror panel is also employed in the smaller store, but here the glass is inserted at the side where the window joins the wall. Again the effect is an elongation of space, only in store width rather than in store depth.

Effect of Work Methods

The Madison Avenue location was planned to be operated by at least two people. Moreover, Mr. Mitzkowsky felt much of the volume in the store would be

pickup-and-delivery orders handled by a boy visiting the various apartments in the neighborhood. These two factors were largely responsible for the design of the partition separating the customer area in the front from the racks and marking tables in the rear.

The partition is a walnut veneer of a rich brown tone. The lower section consists of hinged panels which



INTERIOR OF MADISON AVENUE STORE was designed without need of giving wider appearance. Flowering plants behind window are used to dress up office



PARTITION BEHIND COUNTER at 23rd Street is little more than screen. Artificial foliage at right camouflages marking area at end of counter

easy on the size!

A size 12 dress stays a size 12
 dress down to the last inch of its
 new length skirt... when it's cleaned
 with safe 400! 400 is dry... you don't
 pay for moisture. The most delicate
 of fabrics... rayons, sheer wools...
 are brought to sparkling cleanliness
 without the slightest trace of
 shrinkage due to moisture.

- 1 400's patented 'Food for Fabrics' ingredient restores vital natural oils to every type of fabric.
- 2 400's maximum efficiency means minimum labor costs... less spotting, finishing, wet cleaning.
- 3 400's wide 'margin for error' lets inexperienced help do expert cleaning.
- 4 400's positive moisture control insures perfect cleaning... any climate, any time.

400
LIQUID DRY CLEANER



Adco, INC., SEDALIA, MISSOURI, U. S. A.
Manufacturing Chemists Since 1908



LIGHTING FIXTURES RECESSED in ceiling of Madison Avenue store are set on goosenecks and may be adjusted to shine on any desired spot

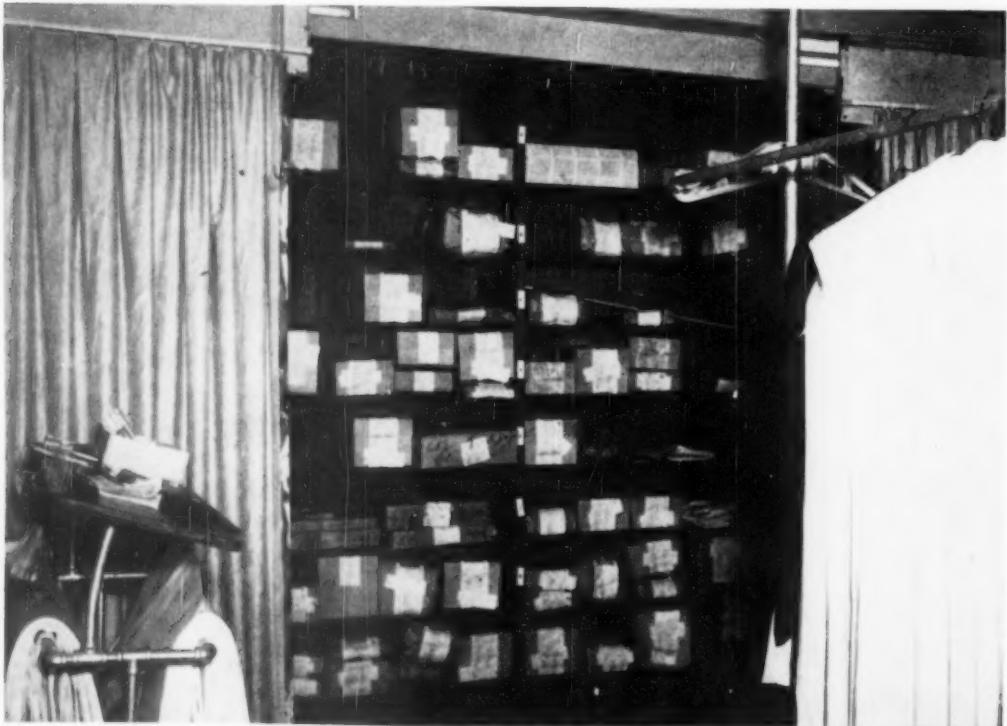


LETTERS OF SIGNS on partitions (Madison Avenue) are set in troughs, may be changed. Entire trough fixtures can be removed for easy cleaning

open out to give access to the hampers just behind the partition. The panels are pierced with a line of narrow slits which permit the marker to see out into the customer lobby. The partition has an open doorway at one side and swinging door at the other. The whole arrangement is both attractive and ingenious, but there is a certain rigidity between front and rear which would be awkward in a one-clerk, high-traffic store.

Mr. Mitkowsky realized that the type of volume and operation in the 23rd Street branch would be different from those in the Madison Avenue store. Consequently design changes were made to follow the altered viewpoint. At 23rd Street the New York cleaner planned for predominantly cash-and-carry work which could be handled at the outset by a single clerk-marker.

(Continued on page 52)



WORK AREA AT REAR of 23rd Street store. Drapery at left hides racks from view of customers. Back of partition accommodates shelves for boxed orders. Table is used for assembly

LOOKED AT FROM ANY
ANGLE . . .

BRUSH-OUT

Does it Better!

- Gets the Dirt at the Start
- Leaves Extra Costs for Spotting and Finishing In The Wheel
- Dry Side
- Wet Side
- On the Board

BRUSH-OUT IS THE ANSWER TO YOUR DRYCLEANING SOAP PROBLEMS

Brush-Out can be used in the wheel on the dry side . . . or as a moisture soap . . . or as a hand brushing soap or as a soaking solution.

Brush-Out gives you faster turn-over by really doing the work in the cleaning room.

Brush-Out therefore makes for better spotting . . . free of circles, no dirt left.

COMES OUT IN THE FILTER

Brush-Out does not "build up" in the system and does not decompose to form mineral acidity in distillation, therefore no still corrosion.

You Will See the Difference the Minute You Lift the Load

There is a
Caled Product
for Every Dry
Cleaning Need.

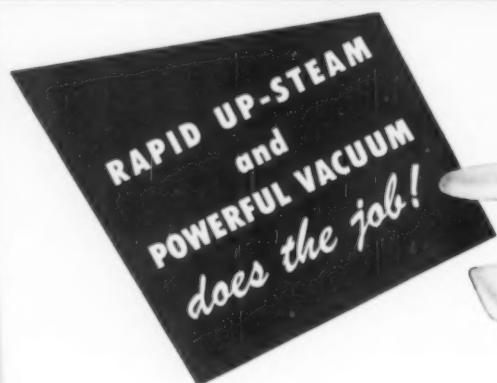


CALED
PRODUCTS CO., Inc.
BRENTWOOD MARYLAND

NEXT...the Cissell Steam Finishing Board SO SMOOTH-SO SURE!

BETTER EQUIPMENT
FOR BETTER FINISHING
BY CISSELL

★ "Next...the Cissell Steam-Finishing Board" means "Last" in the finishing process. With rapid up-steam and powerful vacuum at your command, finishing miracles happen. No longer is pressure needed for silk finishing. You'll finish with ease...plain, fancy, and flat-pleated skirts...block sweaters, scarfs, neckwear...steam high-pile fabrics...touch up hem lines with aid of pleat sealer...eliminate all seam marks. You'll note the absence of any nap pressed in garments. And, best of all, you'll get a SOFT, SMOOTH, NO-SHINE FINISH!



Recommended for use with the Cissell Steam-Finishing Board is the Cissell Steam-Electric Iron with Water Spray Gun, illustrated on opposite page.



Look to Cissell for all these features

1—CAST ALUMINUM finishing board with pressing surface 46" long. 2—PERFORATED STAINLESS-STEEL steaming plate. 3—IMBEDDED COPPER HEATING UNIT. 4—ASBESTOS IRON REST built-in board. 5—Steam Separator has Cissell Steam Valves for RAPID UP-STEAM AND POWERFUL STEAM VACUUM. May be supplied for central air vacuum systems upon request. The Steam Separator and Valves are fully accessible for maintenance. 6—LIGHT PEDAL ACTION. 7—RIGID CAST IRON BASE AND COLUMN—complete unit built to Cissell quality standards. 8—Large tray with cover. Cissell Steam Finishing Board, \$250. F.O.B. Louisville, Ky.

CISSELL MEANS QUALITY!

Give 'em the SOFT, NO-SHINE FINISH and they'll come back for more!

These four Cissell Units give you complete, masterful silk finishing...WITHOUT PRESSURE

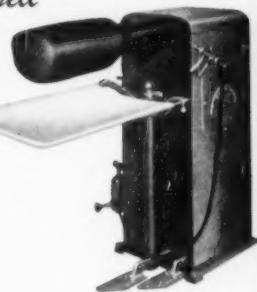
1. Use Cissell GARMENT CONDITIONER

... for use, preparatory to touch-up. Speeds entire finishing operation. Provides plenty of air and steam; easy to load and unload. Restores garment to its original form. Water Spray Gun and Condenser Assembly with whisk broom and tray is an integral part of unit. \$300.



2. Use Cissell SLEEVE FINISHER

... for sleeve finishing at its best. Prevents shrinkage or stretching. For all types of sleeves — long or short—of any material. Fast, simple operation. Handy Cissell Water Spray Gun attached for extra moisture when needed. \$225.



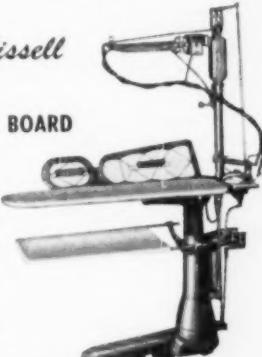
3. Use Cissell PUFF IRONS

... for steaming and ironing the difficult-to-finish parts of a garment. Famous Cissell Valve Construction — the heart of a puff iron. Available in single, double and triple table units. Complete triple table unit illustrated with Water Spray Gun and Condenser. \$152.



4. Use Cissell STEAM FINISHING BOARD

... illustrated with the Cissell Steam-Electric Iron with Water-Spray Gun. You'll see this unit, as the final stage in silk finishing, for skirt finishing and final touch-up. Hemlines are finished with aid of pleat setter. Complete price, \$320. (Steam-Finishing Board only, \$250.



W. M. CISSELL MFG. CO., INC.

831 SO. FIRST ST., P.O. BOX 1143

LOUISVILLE, KY.

Foreign Distributors: Address correspondence attention, Export Dept.—Cable Code: CISSELL

Pacific Coast Office — 4323 W. Jefferson Blvd., Los Angeles

Consult Your Jobber

Steam-Electric Irons with Electric Thread Control • Steam-Electric Irons with Foot Pedal Control • Straight Electric Irons • Puff Irons
Steam-Heated Metal Ironing Boards • Wood-Top Ironing Boards • Garment Finishers • Sleeve Finishers • Cuff Brokers
Steam-Finishing Boards • Vacuum Spotting Boards • Steam Spotting Boards • Spotting Units • Pre-Spotting Units
Garment Dryers • Laundry Dryers • Water-Spray Guns • Boiler-Return Systems • Water-Level Controls & Boiler Feeders



MARKING DEPARTMENT at Madison Avenue is hidden behind partition. Note lower panels which open under identification table have pneumatic door checks. Slits higher on partition let marker see into store



HINGED PANELS opening to hampers of incoming orders are one of unusual features of Madison Avenue branch

(Continued from page 48)

The partition behind the counter is similar in material and color to that used at Madison Avenue. Here, however, the partition is little more than a screen with open passageways at either side. Backdrop curtains about three feet behind the partition close off the view into the rack space. The arrangement makes for maximum access from front to rear.

At present the marking table at 23rd Street is simply a sliding shelf in the counter. The identification section is camouflaged in front by plastic artificial foliage. When a second clerk is employed, marking can be readily shifted to the rear of the partition.

In considering the factors that influence the design of a store, a case of sorts might be made for a third point, the type of clientele to be served. To a certain extent the general atmosphere of a good store reflects its neighborhood. Frankly, any discussion along these lines tends to get pretty nebulous, but the fact remains that the over-all effect achieved at 23rd Street is different from that projected at Madison Avenue.

The store on top-bracket Madison Avenue features a minimum amount of advertising. Space is provided for two placards in a panel at one side of the counter, and a seasonal sign is usually displayed on a stand at the center of the front window. In contrast, one of the main features of the 23rd Street outlet is a side wall consisting almost wholly of three diagonal panels designated for display purposes.

The Peter Cooper Village branch is not a "splashy" store, but it is less subdued than the Madison Avenue outlet. Actually, the branches mirror their environment. The Peter Cooper Village area is moderately rich and bustling. Upper Madison Avenue is very rich and dignified.

In the designing of his stores Mr. Mitkowsky considered the "why" as well as the "what"—as any alert drycleaner does anywhere in the country. $\pm \pm$



NARROW MIRROR PANEL where side wall meets partition of Madison Avenue branch gives illusion of wall continuing on through partition

FLASH!

New Survey* reveals 68% of cleaners -- 2 out of 3 -- dissatisfied with their dyework. Their complaints: shrinkage...slow service...wrinkles and poor finish...frayed seams and linings.

*By the NATIONAL CLEANER & DYER

How you can be the 1 cleaner out of 3 with a profitable, trouble-free dyeing service

Are you in the "2-out-of-3" class of cleaners who haven't yet found a really satisfying dyework source? Then it's time you tried TRU COLOR... time you became the 1 out of 3 who sells dyeing with confidence and profit.

For instance: is shrinkage your headache? TRU COLOR overcomes this problem with a shrinkage inhibitor for wools...and with controlled temperatures in every step of the operation — from dyebath to dryer.

Maybe you want quicker service? TRU COLOR ships every order—in busy season and slow—within two days of its receipt.

How about wrinkles? TRU COLOR wind-whips every garment...reshapes trousers on a pants-former...uses a system of slow air-drying—all to make dyework finishing easy as apple-pie.

Finally, when it comes to seams and linings that fray out in the dyeing process, TRU COLOR mends them for you at no extra charge.

Best of all, it costs no more to use TRU COLOR—the nationally advertised service with the money-back guarantee. So start now to be the 1 cleaner out of 3 who is happy with dyework...just hand your next order to TRU COLOR.



It's nationally advertised
to 4,547,464 women...

Tru Color
PROCESS
DYEING

has to
be good!

CASH IN on TRU COLOR quality...
on TRU COLOR national advertising

FILL IN COUPON and MAIL TODAY

Tru Color
DYE WORKS

America's Great Mail-Order Dye House
Cooper Ave. and Dry Harbor Rd., Brooklyn 27, New York

Member:

- GARMENT DYERS GUILD OF AMERICA
- NATIONAL INSTITUTE OF CLEANING & DYEING
- NEIGHBORHOOD CLEANERS ASSOCIATION

TRU COLOR DYE WORKS

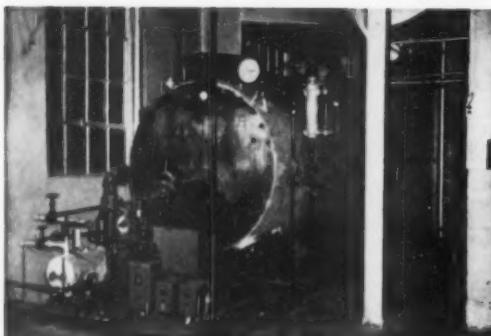
Cooper Ave. and Dry Harbor Rd.
Brooklyn 27, New York

QUICK! Rush us FREE "Profit-Making Kit," containing everything we need to use TRU COLOR DYEING SERVICE...also details of the 3 SALES DISPLAY AIDS we can get to tie-in with your advertising.

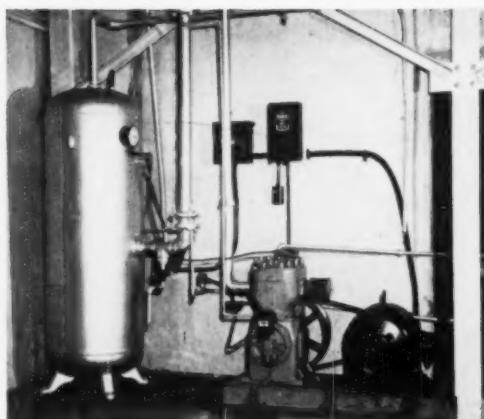
NAME _____

FIRM _____

ADDRESS _____



NEW BOILER INSTALLATION occupies space previously used as rest room—smaller rest room has been provided in more convenient location. Boiler was moved in through opening in back wall which was then fitted with large double doors. Left open in hot weather, doors add considerably to coolness of whole plant.



ONE WATER-COOLED COMPRESSOR replaced three air-cooled. Old compressors were constant maintenance problem because of overheating in this airless corner. Formerly eyesore, corner has been transformed by new equipment and paint.

BOILER SAVINGS

Larger Modern Installation Cuts Fuel Costs More Than 40 Percent

by LOU BELLEW

THE replacement of an old 60 hp. horizontal return-tube boiler with a new 150 hp. steam generator reduced fuel costs better than 40 percent for Ed Gieske, operator of Barrington Laundry and Cleaners in Barrington, Illinois.

Since the long-established firm added drycleaning service in 1935, more and more of a load built up for the original 60 hp. boiler, especially during the war years when both laundry and drycleaning sales skyrocketed. It became increasingly evident that forced firing of the old boiler was not the answer to the problem. A power plant with larger capacity was needed.

Just recently the new installation was completed. In place of the coal-fired boiler with its outside bin-fed stoker gulping from three to five tons of coal every other day, the plant now sports a 150 hp. steam generator. The new unit can be operated on either oil or gas, and is hooked in tandem with the old boiler which has been retained just in case gas or oil gets in short supply.

Two switches control the changeover which can be accomplished in five minutes after the old coal-fired boiler is up to temperature. In addition, Ed has retained his old steam engine which can be hooked up to a line shaft to run his laundry washers, should it again become necessary to reduce consumption of electricity in the plant.

During the war, when equipment became really scarce, small air-cooled compressors were added until there were three of them, demanding constant maintenance. A single water-cooled compressor has now replaced those three air-cooled jobs which, according to Ed, were totally unsuited to the close confines of a drycleaning plant. Wartime expedients, they should have been replaced years before.



BARRINGTON'S NEW STORE is set to right of plant

While not intended as a comparison between the relative merits of steam generators and horizontal return-tube boilers, Ed's experience is a good example of what can be accomplished in almost any plant by having a power plant of sufficient capacity to meet the load demand.

Here is a breakdown of the comparative costs of operation:

Paid out for coal during June of 1949 for the old boiler, \$394.

Paid out for gas during June of 1950 for the new power plant, \$210...\$184 less.

Coal for December 1949, cost \$550.

Oil for January 1950, cost \$425 for the new package unit.

On top of this, there was a saving of \$5 a week for the hauling of ashes and cinders, and of an extra six hours pay each week for the man who had to be in early every morning to get up steam. Reruns due to soot damage have been reduced to nothing. Best of all, the townspeople have stopped screaming about the smoke nuisance.

After checking the fuel-cost records of the Barrington Laundry and Cleaners for comparable months, it appears that Mr. Gieske's new unit has operated on oil for 23 percent less than it cost him for coal for the old boiler. Gas firing for the new unit has saved him over 47 percent of his previous coal costs.

Only one cost in the plant has increased. The electric bill has gone up about \$8 a month because of the blower and the automatic controls on the new unit—a small price for the gain in cleanliness, efficiency and fuel savings. # #

Take the ~~X~~ out of Spotting!

STREET'S **FREE** PLANT-TESTED
"INSTRUCTOR" BOTTLES TELL YOU:



Use a drop at a time
on the steam or fancy
spotting board.



Use on prespot board
before cleaning or re-
cleaning.

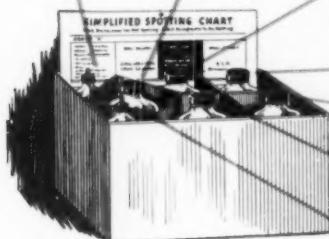


Use on scouring board
or in wet-cleaning de-
partment.

• **What it is!**

• **What it's for!**

• **How to use it!**



Use on special stains
... reserve some for
use on "lipstick loads"



Used by inspectors &
pressers...to prevent
costly "go-backs."

HERE'S WHAT YOU GET...

FREE—DISTRIBUTED ONLY
BY JOBBER SALESMEN

- 1 Wall Placard of Simplified Spotting Chart
- 2 4-Ounce Dropper Top "Instructor" Bottles
- 5 12-Ounce Shaker Top "Instructor" Bottles
- 7 Sets of Instructions (on back of each bottle)

SAVE TIME—
MONEY—MATERIAL

YOUR JOBBER HAS THEM IN STOCK!

YOUR JOBBER SALESMAN HAS YOURS!

GET YOUR FREE "INSTRUCTORS" NOW!

"Ask Your Jobber Salesman"



Use a drop at a time
on the steam or fancy
spotting board.



Use on prespot board
before cleaning or re-
cleaning.

R. R. STREET & CO., INC. Industrial Chemists SINCE 1876 • CHICAGO 6

CONDENSED DIRECTIONS FOR SILK SPOTTING

USING CHART ON OPPOSITE PAGE

When garments are literally prespotted before they ever enter the dry cleaning washer, there remains very little to be done in the nature of water spotting, digesting or chemical spotting. When garments are not spotted prior to cleaning the following procedures are accepted practice.

First, when a batch of dry cleaned dresses reaches the spotting department, sort them into three classes of work:

"Pass-ups": Those which are free from stains and which may be sent directly to the finishers without further treatment.

"Wash": Those which should be sent directly to the wet cleaning department for removal of soil and stains too general to respond to normal spotting operations.

"Spot": Those which have responded properly to dry cleaning and which are contaminated only with those isolated stains which may be satisfactorily removed on the spotting board.

The dresses in the "Spot" group are then handled individually on the spotting board, using the formulas listed in the Simplified Spotting Chart shown on the opposite page. Note that the formulas are of two distinct types which may be immediately identified by the shade of the background in the section on which each appears. The formula types are identified as follows:

Pink Sections: Those formulas which are water soluble and which, when used locally on isolated spots, may be feathered out; or, if used extensively in larger quantities over wide areas, require rinsing by immersion in water.

Black Sections: Those formulas which are soluble in dry solvents and which require rinsing in dry solvents, preferably by machine rinse in pure solvent on filter circulation.

In general those stains which require the use of formulas in the pink sections are removed first. That constitutes the regular wet spotting process. Then, after drying, treat the so-called "work-ups," "recleans" or "brush-outs" which require the use of formulas in the black sections. Then, if slight smudges or tiny stains appear after finishing or pressing, these so-called "touch-ups" or "do-overs" require Picrin, which is volatile and which may be most easily feathered out without musing the fabric to the extent of making refinishing necessary.

A more detailed sequence of operations may be had by the following use of The Simplified Spotting Chart:

Step 1. Remove stains in Group "A" with Protein Formula listed on chart and feather out in customary manner. If stains have been coagulated in drying, digest them with R.S.R.

Step 2. Remove stains in Group "B" with Tannin Formula listed on chart. Streepene may be used as a final treatment on white goods.

Step 3. Remove stains in Group "C" with Tannin Formula listed in Group "B" and follow with Protein Formula listed in Group "A." Alternate and repeat when necessary.

Step 4. Remove stains in Group "D" with Rusteze on colored fabrics, or Streepene on whites; Tannin Formula is safer than Rusteze on weighted silks.

Step 5. If stains in Groups "E" and "F" are small and appear only on isolated areas, Step 6 may be omitted, and the stains may be removed on the wet side with the formula consisting of 1 part Pyratex and 1 part water. Then feather out in the same manner as stains in steps 1 to 4 inclusive. This eliminates the necessity for subsequent dry spotting and recleaning as required of the heavier stains in Step 6.

Note: If the wet spotting operations in Steps 1 to 5 inclusive have been confined to reasonably small stains on localized areas, the spotted areas may be feathered out. However, if the work covers large areas, and thus requires large amounts of spotting agents, it may then be advisable to remove the loosened stains and spotting agents by the immersion method with a rinse in clear water. After feathering out or rinsing with water, permit fabrics to dry. Those free of stains are sent directly to finishing department. The others are held for dry spotting with "recleans" in Step 6.

Step 6. Now handle the "recleans" or "work-ups" which constitute the heavy stains in Groups "E" and "F," using the dry formulas shown in black sections, selecting 1 part Cyclo and 2 parts Picrin for stains in "E," and straight Pyratex for stains in "F." Dresses so treated are then sent to cleaning room for machine rinse in pure solvent on filter circulation. In this same step stains in Group "A" are also removed from those garments which, either because of type of fabric or garment style, should not be subjected to wet spotting. The stock M formula calling for 1 part Cyclo, 1 part solvent and 1 part water is the most effective for Group "A" when a solvent-soluble formula is required. The recleaning is then performed in same manner as when using Cyclo or Pyratex on Groups "E" and "F."

Picrin for Touch-ups: After finishing or pressing, small stains may appear which might have been missed in spotting, or they might be the result of unclean hands or brushing against a machine. Picrin is most adaptable to this use. It has quick acting solvent properties, and being unusually volatile, feathers readily without unduly musing the fabric.

ASK YOUR JOBBER SALESMAN FOR FREE "INSTRUCTOR" SPOTTING BOTTLES ILLUSTRATED ON PREVIOUS PAGE

SIMPLIFIED SPOTTING CHART

Pink Background For Wet Spotting—Black Background For Dry Spotting

GROUP "A"		PROTEIN FORMULA 11 parts MULSOLITE 1 part 26° AMMONIA	STOCK M 1 part CYCLO 1 part SOLVENT 1 part WATER (Mix in order named)	POWDERED DIGESTER R. S. R. (Mfrd. by Wallerstein Co.)
GROUP "B"		TANNIN FORMULA 1 part MULSOLITE 1 part GEN'L. FORMULA #209	POWDERED STRIPPER	STREEPENE (For whites only)
INKS	OILY TYPE—WET TANNIN FORMULA alternated with PROTEIN FORMULA	OILY TYPE—DRY Straight PYRATEX (Marking and ball pen ink)	POWDERED STRIPPER	STREEPENE (For whites only)
RUST (and other iron compounds)	LIQUID ACIDIFIED TYPE RUSTEZE (Mfrd. by Crescent Chemical Co.)	TANNIN FORMULA 1 part MULSOLITE 1 part FORMULA #209 (For weighted silks)	POWDERED STRIPPER	STREEPENE (For whites only)
PAINT VARNISH TAR ASPHALT PITCH OIL GREASE BOTTOM STREAKS	OILY TYPE—WET 1 part PYRATEX 1 part WATER	OILY TYPE—DRY 1 part CYCLO 2 parts PICRIN		
COLLODION LACQUER ENAMEL NAIL POLISH AIRPLANE DOPE NEW SKIN ROUGE LIPSTICK SHOE POLISH	OILY TYPE—WET 1 part PYRATEX 1 part WATER	OILY TYPE—DRY Straight PYRATEX		

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SHIRT UNIT SEEN through window from highway. Second unit can be set up behind it.

MULTI-SERVICE OPERATION

Self-Serve Laundry and Shirt Unit Combined With a Drycleaning Plant

by WILLIAM R. PALMER

AT this stage of the game "an interesting experiment" is Morris Rubenstein's only comment about the success of his new Pittsburgh, Pennsylvania, drive-in. It features a self-service laundry, a shirt washing and finishing service, a gasoline station and a trailer rental service. On the whole, the new op-

eration is quite successful. A second drycleaning machine has already been added, and drycleaning volume continues to grow without noticeably diverting business from Mr. Rubenstein's other outlets in the Pittsburgh area.

The shirt laundry is also an unqualified success,



SELF-SERVICE is not proving popular. Separate counters improvement over one long counter because customers split up.



EXTRA SERVICE at extra charge requested by most "self-service" customers. Net result is cash-and-carry wetwash or thrifty service.

*fast
thorough
and profitable!*

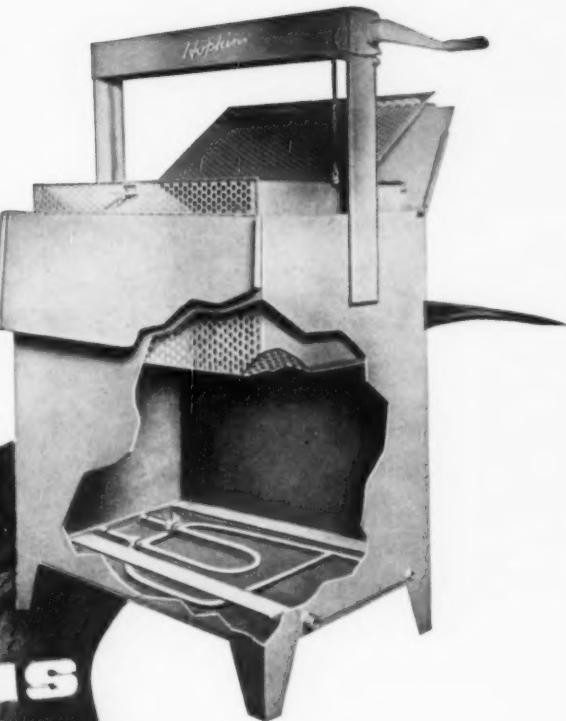
HOPKINS
Lightning
Water Repellent
DIP TANK

Water repelling of garments is becoming more important every day as a source of real profits to dry cleaners and laundries. But this fast-growing business cannot be handled satisfactorily or at maximum profits with make-shift equipment.

The HOPKINS Water Repellent DIP TANK does a faster, more thorough job than any other piece of equipment on the market. It provides for complete agitation of the solution . . . so essential to satisfactory results . . . by means of air pressure. This

**NEW! "DIP-O-MATIC" COMPLETELY AUTOMATIC DIP TANK.
ALSO NEW ATTACHMENT TO PERMIT USING SYNTHETIC
WASHERS FOR WATER REPELLING ON THE DRY SIDE.**

GARMENT HANGERS • GARMENT FINISHERS • SOLVENT FILTERS • SPOTTING UNITS • DRYING CABINETS • CURTAIN STRETCHERS • BLANKET WASHING MACHINES • WATER REPELLENT TANKS • SPOTTING ATOMIZERS



THE ONLY MACHINE WITH

Automatic Agitation

eliminates the danger of the solution becoming rancid and also prevents the possibility of uneven application to the garment. No other machine provides this automatic, effortless, and foolproof method of agitation. It will process 100 garments per hour . . . is easy to operate . . . occupies a floor space of only 2 feet by 3 feet.

For real profits in water repelling, install a HOPKINS. Complete information, prices and name of nearest jobber will be sent promptly upon request. Write . . .

**HOPKINS EQUIPMENT COMPANY
Hatfield, Pennsylvania**

*A "MASTER"
Alfred Hopkins
ENGINEERED PRODUCT*



PARKING SPACE is what Ruby's has most of. Plant extends behind old residence, which can be replaced when more room is needed

with volume rapidly building up to the capacity of the three-girl shirt finishing unit. Since the building is a converted automobile showroom with floor-to-ceiling windows, the shirt finishing operation is in full view of the street.

The street, called Saw Mill Run Boulevard, is a main artery into downtown Pittsburgh. There is a stop light just beyond the plant that compels traffic to pause occasionally and take an idle glance at Ruby's Drive-in. So what the office-bound white collar worker sees each morning is Ruby's crew rhythmically "ironing" shirts. How much each helps the other can't be determined, but shirts and drycleaning come in the same bundle more often every day.

On the other hand, two months after opening, the self-service laundry has proven something of a dud, although it is also in the window in full view of traffic. Ruby's customers just don't seem to be interested in doing their own washing. With a battery of ten washing machines, two driers and a domestic ironing machine, the shirt crew puts in spare time washing shirts and a little flatwork in the domestic washers to maintain activity.

Mr. Rubenstein doesn't intend to continue this practice, since he has a good-sized washer in the wetcleaning department that can do the job better and more efficiently. If the self-service feature ties in with drive-in facilities takes hold, he has room for as many more washing machines. If not, after reasonable promotion, he will junk it in favor of a more promising sideline such as alterations or hat cleaning. Or he can add one or even two more shirt units.

The gasoline station and the trailer rental service were sidelines acquired with the garage. The plant engineer and the janitor share responsibility for manning the gas station in combination with their other duties.



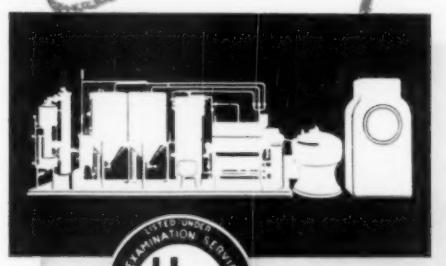
MORRIS RUBENSTEIN will continue pushing "one stop" idea in every profitable direction

Over week ends, particularly, all of the dozen or so trailers are in use and there is a steady demand through the week. A number of customers have also taken to the "one-stop" idea of the gas station, getting their car tanks filled while they drop off their shirts and drycleaning.

That one-stop idea isn't so bad, at that. Morris Rubenstein, with a good 100 yards of real estate fronting on a very busy highway, may be well on his way to building a little shopping center of his own. # #



TRAILER being hooked to car at left. Stop light backs cars up past plant in off hours. Ruby's exchanges parking courtesies with drugstore across street which also has parking area



for lowest cost per pound.

you win "hands down"!

Hoffman 140-F units

give safety solvent cleaning

A dollar's worth of 140-F safety petroleum solvent cleans more garments.

Owners report costs as little as $\frac{1}{2}$ ¢ per pound with their Hoffman 140-F units. For use in any commercial building. Shown here is the Model 35

for loads up to 35 pounds. Other Hoffman models for loads up to 200 pounds. Available also, without 140-F features, for use with Stoddard petroleum solvent where location permits. Write for Bulletin A-679.

TOPS IN VALUE



... SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

For November, 1950

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NATIONAL'S ANNUAL GUIDEBOOK

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Charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Basic textbook information in a handy reference form, useful day in and day out to all plant executives.

a buyers' guide:

CLASSIFIED DIRECTORY, listing in a single section all kinds of drycleaning equipment and supplies and manufacturers of these products, arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the drycleaning industry.

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LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations, by informational ads throughout the Classified and Geographical Directory Sections.



FEATURES MARKING AND ASSEMBLY

HOW TO SET UP BEST MARKING SYSTEM FOR YOUR PLANT

Over a dozen different approaches to the marking and assembly problem are thoroughly, simply explained in the January 1951 Guidebook of the Drycleaning Industry, a long needed task of research never before completed and presented to the whole industry.

- **What are the purposes of marking and assembly?**
- **How are the various methods different from each other?**
- **Can the costs of operation be easily compared?**
- **What is the effect on lot systems?**
- **Can classification be made easier?**
- **Is more production information available?**
- **Will claims be cut, customers made happier?**
- **What's the tie-in with drivers and salesgirls?**
- **Where does pricing fit in?**
- **Just how much supervision is needed?**
- **What type of employees are best suited to this department?**
- **Can good sales control be established?**
- **Can paperwork be reduced without losing efficiency?**
- **Could management have complete control?**

Drycleaners'
biggest cost item
gets the
spotlight
in the

JANUARY, 1951

Issue of

The **NATIONAL CLEANER & DYER**

OPERATION UNDER WARTIME CONDITIONS*



Laundry Questionnaire Brings Out Many Ideas Helpful to Cleaners in Getting Workers and Maintaining Production

by GEORGE H. ISAACSON

Director, Technical Departments, American Institute of Laundering

WE are again operating in a wartime economy. Some of the news commentators call it a warm war. Whether it will continue as a warm war or will expand into an all-out hot war cannot be foretold at this time. We do know, however, that the planned expansion of our armed forces will keep us on a wartime basis for some time to come.

With these facts in mind the AIL staff thought it might be profitable to review the problems that the laundry industry faced during World War II and to get expressions from laundrymen over the country as to how they met and solved these problems. To get this information a questionnaire was sent to about 350 laundries scattered over the United States. The questionnaire asked three questions:

During World War II, what methods did you find were most effective for securing labor?

How did you train employees most effectively?

How did you maintain production?

A fourth space headed, "Any other comments or ideas that you have," was provided.

One hundred three laundrymen took the trouble to fill in these questionnaires. The returns made extremely interesting reading. In studying them I gained a new respect for the laundry industry and for the managers who somehow contrived to give the public very necessary laundry service despite the almost impossible conditions imposed by World War II.

Some of the returns very vividly reflected these difficulties. One man said:

"I have your letter of September 5th relative to how we operated during the war—God only knows, I don't."

"You asked what methods did we find most effective for securing labor. Frankly, we had no set procedure. We got help any place we could, even out of jail. As far as training was concerned the quality of help that was available to us at that time defied training. We maintained production by having about two persons on the property for each job, expecting about 25 percent of the personnel to be absent every day which was generally the case."

"I am terribly sorry I cannot give you a more intelligent review of our labor problem during the war, but the situation was so acute that we adapted our

procedure every day to the circumstances that confronted us that day."

There is no doubt that our most serious problem was that of maintaining an adequate work force. One laundryman said that in 1943 in order to maintain an average work force of 180 productive people he hired between 1,900 to 2,000 people. Another man said that in one 90-day period his turnover was 400 percent. Another man said that he had an average force of 175 people at the beginning of World War II. At the end of the war he had 59 of his original force left. The rest changed constantly, averaging 10 to 30 per week. We all recognize these situations are more or less typical.

One man reported that his town lost population during the war and as a result his business volume declined. Because his town had no large war industries, people moved away from the town to find jobs in war plants.

Problem of Absenteeism

In addition to the labor turnover problem, there was the one of absenteeism. As one laundryman put it, "Our greatest difficulty in these things came from the absentee. It was difficult to keep them on the job at all times when they were getting sizable checks from men away and when many people were so emotionally upset that they were often unable to carry on." Another man said that he found the best way to insure a full day's work from his employees was to take their shoes away so that they could not sneak out before quitting time!

Some men attempted to solve the attendance problem by offering attendance bonuses. One man paid a weekly bonus of \$2 if the employee worked a full week. Another laundryman paid bonuses once a month to those employees who had perfect attendance for the month. Another man paid a bonus for perfect attendance over an eight-week period. Another man had a drawing for four \$25 war bonds once a month. Only those who had been 100 percent attenders during the previous month were eligible to participate.

Laundry managers, generally, tried to offset the turnover and absentee problem by maintaining larger than normal work forces. One man said that he tried to keep about 10 percent more workers than he actually needed. Some laundries kept extra people on the

*From a talk at the 63rd annual convention of the American Institute of Laundering, Boston, Massachusetts, October 7-9, 1950.

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with our Butler
STILL"...**



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Paramount Cleaners
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"This has saved us a lot of extra work. We've been able to reduce our spotting to a minimum, and we've cut our wet-washing by 40%.

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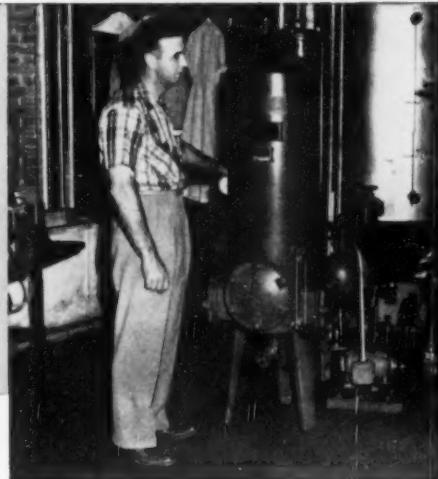
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force to take the place of regular operators when they left their work stations.

Recruiting Labor

These difficulties made it absolutely necessary for laundry managers to develop or find new sources of labor and to work out new methods of recruiting that labor. They sought for workers among people who were older than they would normally hire and they tried to induce housewives who had never worked before to go to work in the laundry. They also hired young people. In one state, at least, the industry got special permission to use 14- and 15-year-olds. In some cases laundrymen cooperated with schools in placing these young people. They employed deaf mutes and other physically handicapped people. One laundryman even reported that he took paroled state penitentiary inmates with reasonable success. Some laundrymen went out of town to recruit workers. They found that

TRAINING FOR LEADERSHIP

Excerpt from a talk by Prof. Andrew S. Ormsby of Clarkson College at the AIL convention

What are you doing to prepare and create within your supervisory staff the necessary qualities of leadership? Have you provided all of the tools they need to develop the faculty of leadership which could earn the respect and the cooperation of your employees?

What do I mean by the tools? Training your supervisors. I'd suggest that you take a leaf out of the book of the labor union stewards in your plants. Generally speaking, the unions have so trained their representatives—the officers and the stewards—that the employees are compelled to go to them for the information and leadership that they crave. Most union officers and stewards that I have met are better trained regarding the problems of the employees and their welfare than are the supervisors—yes, even more than the executives or owners.

The day of the old-time supervisors who were able to browbeat or scare employees into working has passed. Today it takes leadership qualities to inspire the cooperative spirit in employees. It is the management executive's duty to put into the hands of his supervisors the necessary tools leading to this leadership.

they could get people from outlying areas where there were fewer employment opportunities. One laundryman reported that he furnished transportation in these cases.

Laundries which were located near large military establishments seemed to have been unusually fortunate as far as labor supply was concerned. They found a plentiful and good-quality labor supply among wives and sweethearts of servicemen. One laundryman in this situation reported that his present force is not nearly as good as the average force he had during the war. Of course, the trouble with Army wives and sweethearts was that they moved on as soon as their men were shipped out. This made for a fairly high turnover but one which was apparently not nearly as bad as was experienced by many less fortunate plants. One laundryman reported that he employed servicemen themselves to work in his plant on their off-duty hours. He found it practical to team up two such men on one job so that together they would be equivalent to a full-time man.

Some laundry managers reported that they made a serious effort to get former employees to come back to work for them and they had some success in this. Many of these people wanted only temporary work or part-time work. They also asked former employees to

contact their friends and obtained some workers in this way.

Many methods of recruiting workers were used. Most plants of course used some newspaper advertising, mostly in the classified columns. Some, however, said they used display ads. In most cases newspaper advertising seemed to have produced poor results, although one or two plants said they had good results. One such plant said they were always careful to fully describe the job in their ads.

In some cases bundle inserts were used, telling customers the need for workers. One plant had handbills printed and distributed to all homes in the neighborhood in which the plant was located. One manager said he used radio spots throughout the war and obtained many workers through this type of advertising. One laundryman said that he hired a solicitor to go from door to door to try to get people to work for him. Some laundries said they had their routemen do this and one had its supervisors go out and work from door to door. One laundryman said:

"We, like most laundries, used many ways of recruiting help. We were most successful in calling on housewives in their homes and reminding them that they could arrange their work at home and still contribute to the war efforts and have more additional spending money for their family. We found, like you find in soliciting for business, the usual excuses for not working. But we were there to convince them that their time was plentiful. Many people would have liked to have part-time or full-time jobs but hesitated to hunt for them. They said they were out of practice or no one wanted them, or they just didn't have enough nerve to ask. Oftentimes they would tell us about a friend who was looking for a job."

Some laundrymen mentioned the United States Employment Service in connection with the recruiting of labor. One man said he tried to cooperate with the USES and found that it was sending workers away from his plant rather than helping him. Another man said the USES was all right after the industry was declared locally essential by the War Manpower Commission. He said that before this the employment service took workers away from the laundry. Another laundryman, however, said:

"The USES gave our plant much assistance, primarily because we made an effort to use these persons they sent to us. We carefully tested them and gave a complete report to the agency in case we did not employ them."

Another laundryman reported along the same line:

"During this period our local association appointed a committee to wait upon the War Manpower Commissioner in this area. We convinced him of the necessity of maintaining laundry operation and thus were able to procure, through the War Labor Board, assignment of labor when we called for it. In many instances we were not able to get all we wanted, but we were able to get unskilled labor that did not seem to fit into war-plant operations. This step on our part also froze our labor in our plant and prevented, except under unusual circumstances, war plants from robbing us of labor."

One laundryman said that at the beginning of World War II he found that other industries in his locality were deliberately hiring his best help. He solved this problem himself by calling on the management of these industries, and sold them on the importance of laundry service. They thereafter stopped hiring his people. Another man found that an Army laundry near

(Continued on page 70)

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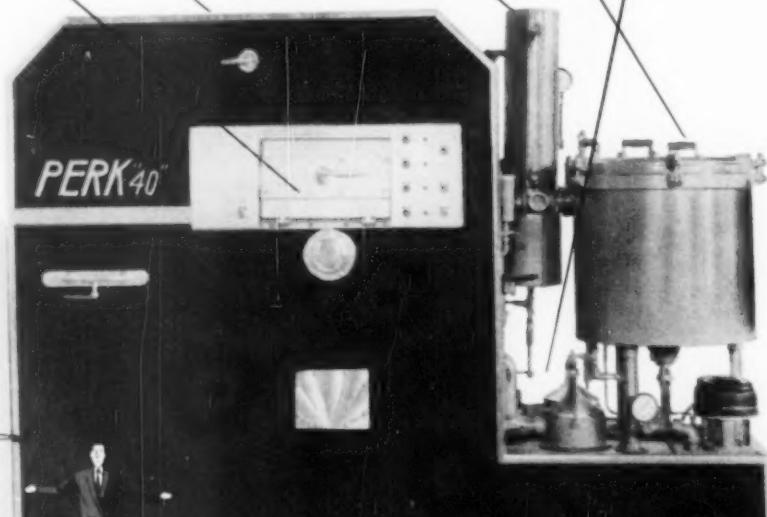
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**CONTINUOUS FILTRATION—complete solvent
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LOW SOLVENT COST—95% solvent recovery.

**SIMPLE OPERATION—no handling of
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NO VIBRATION—no bolting to floor.

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COMPACT—only 8½ ft. x 3 ft. floor space.

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Company _____

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City _____ Zone _____ State _____

(Continued from page 66)

him was hiring his help. He went to see the officer in charge and got them to stop this practice.

In looking over the answers to this first question, on recruiting labor, it was apparent that most laundries found that their present workers were their best source of new workers. They sold their people on the advantages of working in the laundry, impressed them with the importance of laundry service to the war effort and encouraged them to look for new people. In many cases they offered their employees generous cash bonuses for bringing in new workers. For example, one man said that he would pay an employee \$10 if she brought in a new worker who stayed on the job at least a month. Another man paid \$4 if the new worker stayed three weeks, an additional \$3 if she stayed another three weeks, and \$3 again if she stayed another three weeks. This meant \$10 if the new worker stayed nine weeks.

Improved Working Conditions

The success of any efforts to get new workers through present employees depended a great deal on the general morale in the plant. Morale was, of course, important also in holding present employees on the job. One laundryman expressed it in this way, "During troubled times keep your good employees no matter what the cost."

With this in mind many laundry managers improved working conditions and added extra employee benefits. The following were mentioned in the questionnaires: vacations with pay, group insurance, the addition of paid holidays, the installation of a cafeteria, music in the plant and air cooling. Some managers also said they raised wages and prices when they could get government permission to do so.

Another laundryman said that his firm used plant newspapers or house organs through the war period and found them very helpful. It used the newspapers to tell its employees about the importance of laundry jobs, about the status of the industry in the war labor market and about company rules.

A number of laundrymen reported that they held regular meetings with their employees during the war period. Some held daily meetings and some weekly meetings. For example, one man said:

"I found it particularly effective to have person-to-person talks with every operator employed and periodic group meetings in my office. There we could sit down and discuss what was going on and show them what our problems were and why it was necessary in order for us to succeed that they be on the job and carry through and help teach new operators what to do. These periodic meetings in my own office were on a very personal level and were especially effective in convincing the key operators and departmental supervisors that they were important in the over-all picture, and that laundries in general were important."

Along this same line another man said:

"We had a five-minute meeting every working day after the lunch period, which gave an opportunity to commend those who deserved it and also mention those departments which were not quite up to par. The whole group gathered at one place in the plant and most of the time I was there. The superintendent did some of the talking and I backed him up."

Some laundrymen felt that having some military work in the plant helped their employee morale. One man said that he accepted as much military work as possible for this reason. Another said, "We were doing a lot of Army work and the employees responded to the patriotic appeal of doing their part."

Testing Programs Will Stay

Few laundries used personnel testing during the war. One man commented, "As long as the body was warm we hired them." Yet some did install test programs during this period and had considerable success with them. One laundryman said that he did not use tests and hired anyone who came along. Experience taught him, however, that this was a very expensive procedure, and he now uses a testing program. He says that no matter how serious the emergency, he'll never go back to hiring just anybody. Another laundryman reported as follows:

"During the latter part of the war emergency we installed simple aptitude tests which separated the applicants who were entirely unsuited for any position. While we were in dire need of increased personnel, we discovered that the time of our supervisors was being taken up with the training of applicants, many of whom would never qualify as operators."

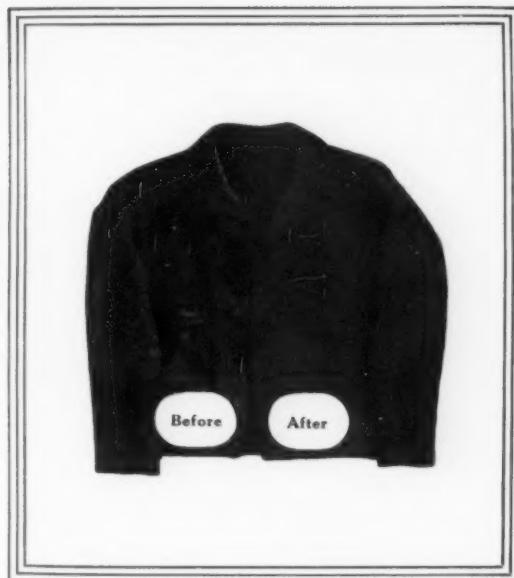
Some laundrymen discovered during the war that a full-time personnel department could be useful. One man says he should have established a full-time personnel department before the war instead of after. Another man says that he now has one girl in the office who hires all his help.

Many laundries during the war used extra shifts to help solve their labor and production problems. Some used full extra shifts and some a short four- or five-hour "victory" shift. Some laundrymen found these extra shifts uneconomical because they did not have enough well-trained supervisory help to take over the extra shift. Yet, where it was tried, they found some women who would work on an evening or night shift who would not work on a day shift. In some cases where a husband was working on a night shift, the wife also wanted to work on a night shift. In other cases where the husband was employed on a regular day shift, the wife preferred to work at night while her husband was home to take care of the children. Laundrymen who tried the short evening victory shift found there were housewives who preferred to work on this part-time setup. Students who wanted part-time work liked this arrangement, too.

Yes, World War II labor conditions were unbelievably bad. High earnings offered by war industries attracted most of the labor force and very few were left for laundries. Many of these were so poorly equipped



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ped mentally and physically that they could contribute very little when employed in a laundry. Many workers who were hired stayed only a short time. Laundry managers used to quip that if a girl stayed a week she was an old hand.

This high labor turnover and poor quality of help posed a difficult training problem—how to train new workers quickly and efficiently in order to get some production out of them during the short period they would stay. This brings us to the second question on our questionnaire, "How did you train employees most effectively?"

In answering this question one laundryman said, "To be honest, we did a darned poor job of that. We had so few good ones left that we could hardly spare them even to train the new ones." This was a typical situation at that time. Supervisors and older employees were so busy getting the work out that they had little or no time for training new workers.

Other comments were, "No effective training schedule was possible." "We were not able to do an effective job." One man said, "This then and now is one of our greatest problems." In addition to the regular difficulties, one laundryman had a language problem. He said, "The use of the sign language was necessary to train employees. Those who could speak Italian helped their kind and the Polish helped their nationality while working alongside new employees."

Most laundrymen said that their supervisors and superintendents did the training job. Some said that they had utility operators who filled in on many jobs and trained new operators. Several had one or more persons assigned to training only. One laundryman hired a woman who had worked for one of the machinery companies as a shirt equipment demonstrator. Quite a few laundrymen said that training in their plants was on-the-job training by old employees.

A fairly large proportion of the laundries reporting said that they had sent their supervisors to job instructor training courses put on by the AIL or to training-within-industry courses. The general feeling expressed was that these courses had been most helpful.

Many plants made their job of training new operators easier by simplifying their methods. Some made as many jobs as possible group operations. In these group setups, each job in the group was only a part of the over-all job, and thus was easier to learn. It was also possible to have the more difficult jobs in a group handled by skilled operators, while the simpler jobs were handled by the newer employees. For the most part, these group operations could only be justified because they made the training job easier. Many of these groups were poorly balanced and were, therefore, inefficient.

One plant reported that in order to simplify operations it departmentalized the plant by services. Another plant said that it rotated operators from job to job so that each operator knew several jobs. Other plants said they did things like simplifying their laundry lists to make the training easier.

The real answer to the training problem was one of having competent people using the training methods outlined in the AIL job instructor training program and in the training-within-industry program.

Maintaining Production

Now for question No. 3—how did you maintain production? Typical answers to this question were, "We didn't. The plant got as much as three and four weeks behind schedule." Or "We failed on this." One man simply said, "A flattering question." Yet there were

some like this, "We maintained normal production" or "Our schedule was maintained faithfully whatever it took to do so."

Many laundrymen apparently learned early in the war that a prime answer to the production problem was to control the amount of work coming into the plant. We will all remember that those were the days when it was not uncommon for a plant to get several weeks behind schedule with the result that the bundle rooms, the garage and any other available space was piled to the ceiling with soiled bundles.

Not all laundries got themselves into this position, however. Some laundries limited the amount of incoming work so that it balanced with the plant capacity. Carrying this a little further they achieved an equal distribution of incoming work so that approximately the same amount of work came into the plant each day. Some plants set up procedures to serve their old customers first and to limit the number of new customers, taking no more new ones than they could serve on their regular schedule. Some plants restricted their routemen to a certain number of bundles each day. One of these encouraged its customers to send a bundle only every two weeks, thus increasing the average bundle size. One laundry manager said:

"We issued a certain number of stamps to each route each day. The number was determined by the number of bundles per week on each route divided by five. This gave us a balanced load throughout the week which was of real value to our production force. This was violently opposed by our route salesmen at first, but they soon found out that this arrangement enabled them to make regular deliveries. They then gave their full cooperation." He went on to say, "Possibly the best thing we can say about rationing is that we never missed a delivery after installing this plan."

A great many laundries in this period zoned their routes and went to seven-day pickup-and-delivery schedules. This not only produced substantial economies on the route, but also helped the plant because of the balanced daily work load that resulted. One plant reported that it eliminated all pickup-and-delivery service and went entirely to cash-and-carry.

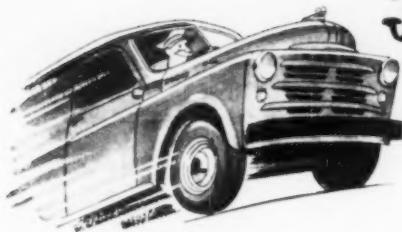
Most plants in this period reduced the number of services offered their customers. The services most commonly retained were fluff dry and bundle work. In some cases the bundle work was restricted to the finishing of shirts and work pants. Plants that thus reduced the number of services found that this change greatly simplified their operations and resulted in worth-while economies.

One laundryman emphasized the importance of careful scheduling or control of the flow of work through the plant. He said:

"Equalize the amount of work flowing through a department to that of other departments. The relative capacity of each department should be sufficient to handle the class of work flowing to it in the same capacity as the initial point of processing. It is futile, for example, to mark in a greater volume of work than the tumble department can handle even though another department can handle a greater volume of work."

This man also pointed out the importance of keeping the amount of work in process to a minimum:

"Many plants may have a proper balance of the various types of work put into process, but the amount of work between stations or departments is so great that the processing time from start to finish will go as high as two or three days. The backlog of work ahead of a department should not in most cases exceed 30 minutes of work. This calls for good scheduling but



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it eliminates claims, poor work, and excessive payrolls due to handling."

It is rather obvious from the questionnaires that many laundries found wage incentives quite helpful. For example, in answering the question, "How did you maintain production?" one man said, "By piece work and production incentives." Another laundryman said, "The installation of wage incentive plans went a long way to assist in maintaining production." Another man said, "By paying good wages, through bonuses for high production."

Apparently not all incentive plans were entirely successful, however. One man said, "Incentive plans and on our knees praying to hurry, but with little results." Another man said, "Continuing to maintain incentive and bonus methods of payment in order to maintain the highest possible rate of pay commensurate with the production attained." He went on to say, "Too many plants dropped such methods because of office help difficulties, which resulted in lower earnings for the employee and in most instances a higher unit cost because, without production records, the plant lost sight of its production costs."

Incentives do not necessarily have to be financial incentives. Keeping production records and posting production figures on blackboards or bulletin boards is a form of non-financial incentive. Several laundries reported using this type of incentive with success. One plant set day tasks for each worker or group of workers and let them go home when they finished the task for the day. One plant gave its employees a hotel dinner each time sales went up another \$100 a week.

Under the question on production, some laundrymen emphasized the importance of equipment maintenance. One man, for example, said:

"The importance of maintenance of equipment cannot be overemphasized. It is highly necessary for proper balance that delays or breakdown of equipment be held to the very minimum. Preventive maintenance is to be desired over maintenance after equipment failure."

Voice of Experience

Although it does not properly belong under any one of our three principal questions, several men stressed the importance of good public relations in wartime. Most laundrymen feel that the industry as a whole did a poor job on this. On this subject, one laundryman said, "Let customers know about our difficulties, what we are doing about them, and how they can help." Another man said that he was careful to see that his office and route personnel were trained to be courteous at all times.

The comments under item No. 4 on our questionnaire which was headed, "Any Other Comments or Ideas That You Have," were numerous and varied. Some referred to what laundrymen should be doing now in preparation for the future, some to what we should do if and when an all-out war comes, and some to Washington in general.

Some men expressed the opinion that they are in a much better position to face a war emergency than they were at the beginning of World War II. For example, one man said, "We feel that we are in a better position to maintain production now because of our modernization program for the past three years. We have completely re-equipped and revamped our plant and have built a new drycleaning plant." Another man said, "From the standpoint of equipment and plant layout, we are in much better shape to maintain production than we were during World War II. Also, the average housewife is better equipped with much better home



"Glad to see you taking such an interest in the business, Cliff. Not many foremen are so willing to work after hours."

laundry equipment than she was at that time. We cannot imagine that there could be the same urgent demand for laundry service as developed at that time."

As to what we should be doing now, the following are typical comments:

"Those of us who operated laundries during World War II can benefit from our past experience, but I believe that we must face the present problem and the one in the immediate future and plan for it now. By having a plan and being prepared we can avert some of the problems with which we were confronted during the last war."

"My suggestion would be that every plant be put on as strong basis as possible at the present time. Good engineering practices should be used, a job evaluation established and incentive pay installed everywhere that possibly can be. It will be no picnic even at the best for the service industries. Therefore, I feel that we should do everything we can in advance to strengthen our labor position."

"If the present situation assumes the proportion of an emergency, we will re-examine all our operations with a view to streamlining and eliminating service frills. The real remedy, however, will be to keep wages within hauling distance of the prevailing wage rate in the community. This, of course, will entail price increases. The entire process is inflationary with nobody gaining appreciably. But it seems to me that this course will be inevitable if we are to survive another extended period of conflict."

"I feel that we must still have to do a quality job if we intend staying in business. Don't accept more work than you can do reasonably well."

The following on what one man is doing now:

"We are now enlarging our training force in preparation for a large turnover. Training-within-industry instruction is given all trainers and written job breakdowns are followed. Copies are posted at work stations and are in the hands of trainers, as well as in the office."

And one final comment:

"I sure hope we don't have to go through that again. Of course, there are all of the sons, husbands and sweethearts going away, too, and that is the most tragic part. I suppose we shouldn't yell about our plant problems in the face of their sacrifices. If the time comes, we'll be ready."

To this we will all say, "Amen." \approx

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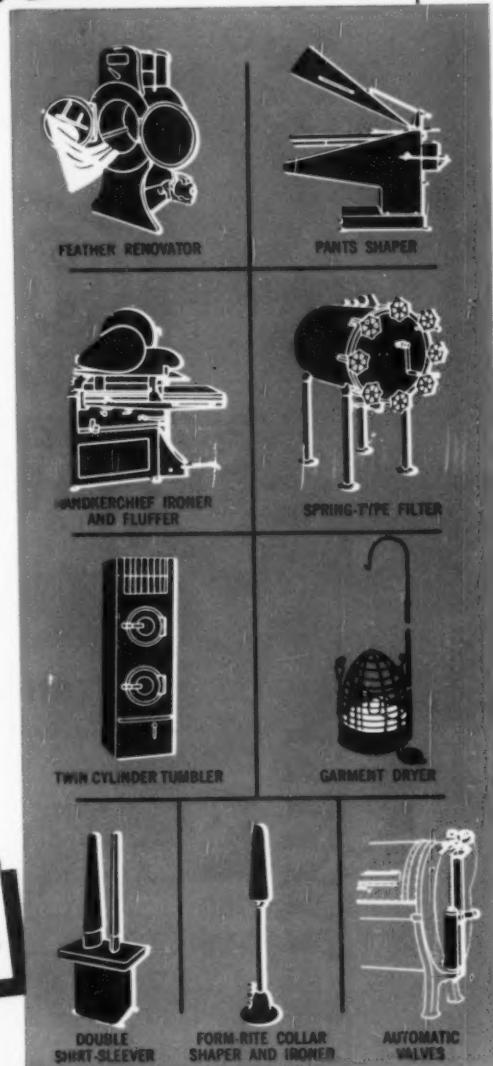
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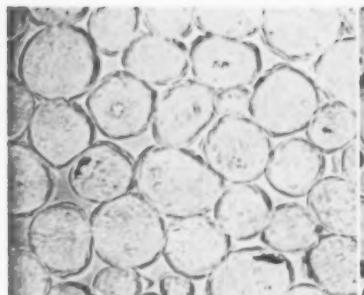
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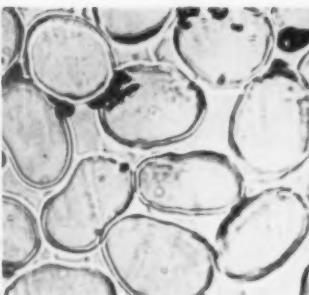
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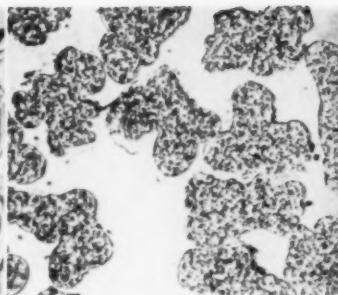
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CARPET WOOL FIBERS in cross-section under microscope. Note approximately circular shape



CARPET RAYON FIBER has same roundness as wool fiber; no "pockets" to catch and retain soil



WEARING-APPAREL RAYON FIBERS are irregular in cross-section, indented with little "pockets"

WHAT ABOUT SYNTHETIC RUGS?

Manufacturers' Swing to Rayon and Blends Spurs Study of Possible Cleaning Problems

by JOHN J. DUNN

LADING rug manufacturers foresee few cleaning difficulties with the rayon and rayon-blend carpets which this year for the first time are being offered in substantial quantities. Rug cleaners, on the other hand, are much less optimistic about the possible problems posed by the synthetic fibers.

Harry A. Gross, head of the technical committee of the National Institute of Rug Cleaning, reports that the group's rayon research at the Silver Spring laboratories is still in its early stages. No concrete recommendations can be made as yet, the rug cleaner emphasized. Among other things, the NIRC is studying the possibility that the synthetic yarns are more subject to color change than are natural fibers. The tendency of rayon to mat during cleaning is also scheduled for investigation. They want to discover if there is danger of gas fading in the dryroom. (Research by one rug manufacturer indicates some danger on this score with acetate but little or none with viscose.)

Mr. Gross and his committee are working closely with the Institute of Carpet Manufacturers of America, a trade group which represents about 80 percent of the nation's carpet production. The new rayon and rayon-blend floor coverings are one of the most important subjects up for discussion.

Working with the National Institute of Rug Cleaning, a number of major rug manufacturers have submitted rayon-blend samples to cleaners in various parts of the country. The pieces were processed in the usual way. No difficulties were reported. Here again, the NIRC sounds a note of caution, pointing out that conclusions based on new, standard-soiled fabrics do not always agree with the cleaner's experience with rugs which have undergone wear, time and the natural conditions in the home.

Precautions for Rayons

While it feels blends up to 50 percent rayon will present no special problems, the research division of the Bigelow-Sanford Carpet Company indicates two pre-

cautions for cleaners to observe in handling rugs with higher proportions of rayon. When wet, synthetic fibers are subject to greater distortion than wool and show less ability to spring back after compression. Certain cleaning procedures, such as the action of the squeeze roll, will tend to crush the pile. In extreme cases with 100 percent rayon rugs the matting may give the pile an appearance similar to felt. With rugs above 50 percent rayon the tendency toward pile crushing climbs in direct proportion to the amount of synthetic fibers used in the blend.

The crushed pile should be brushed lightly in a direction opposite the lay imposed by the wringer or the squeeze. The aim is to raise the pile. Obviously, a too vigorous brushing will merely mat the pile in the opposite direction. The pile must be brushed and raised *before* the rug is transferred to the dryroom. If permitted to dry in a distorted condition, no amount of beating, brushing or steaming will return the pile to its natural state.

The other precaution in cleaning the 100 percent synthetics calls for special care in preventing the sizing from coming up into the pile. Rayon, like most cellulose materials, is more affected by sizing than are natural fibers such as wool. If during resizing operations the sizing material is deposited on, or permitted to rise into the pile by capillary action, a definite stiffening will result.

Background of Development

The use of man-made carpet fibers—yarn and rug manufacturers are conducting a vigorous campaign to replace the term "synthetic" with "man-made"—is not a new development. The rayon industry began in this country in the early 1900's with the first commercial production of synthetic fibers made by extracting cellulose from wood pulp and from lint left on cotton seeds after ginning. Almost from the beginning the rayon spinners did some work in designing a synthetic fiber suitable for floor coverings. On their part, the

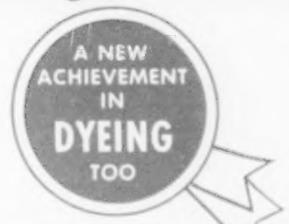
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major rug manufacturers for the past 15 or 20 years have experimented with rayon and rayon blends.

Before World War II, however, the use of synthetics in rugs was inhibited by the relatively low price of imported wools. Considering the high consumer acceptance for the "all wool" label, a slight cost differential in favor of rayon would have failed to start a trend away from the old staple.

Rayon carpeting received a bad black eye during the war years. Some rug manufacturers, badly squeezed by a shortage of both wool and synthetics of the proper type, turned to the use of rayon yarns designed for the garment industry. The result was unsatisfactory to both retailer and consumer. Research men point out that the true carpet synthetics employed during this time were completely acceptable. However, the amount of garment-type fiber that reached the market was sufficient to discredit rayon carpeting generally. The hangover of skepticism among sales clerks is one of the major problems synthetic-yarn producers are combatting today.

Reason for Present Trend

In spite of the stigma attached to rayon floor coverings during the war, synthetics have won renewed attention from rug manufacturers in the past year. The turn to rayon was set off by the diminishing supply and the skyrocketing price of imported wools. The principal factor behind the sharp rise in wool prices has been the Peron regime's manipulation with Argentine carpet wools. For the past several years this staple has accounted for about 60 percent of all wool consumed by the American rug industry. The situation has been further aggravated by export embargos clamped down by the Indian and Chinese governments.

In the summer of 1949 Buenos Aires carpet wool was quoted at about 49 cents a pound. At present the same staple is selling at over a dollar a pound. Rayon yarns may be obtained at about 40 to 45 cents per pound. Since imported wool normally represents from 35 to 40 percent of a rug mill's total production cost, it is easy to see why manufacturers have decided to do a little shopping among the synthetic fibers.

Sheep ranches in this country sell exclusively to the apparel industry. The market in apparel wools has also climbed to unusually high levels. As a result, some South American ranchers have been spurred to breed up their flocks and produce a better grade fiber in place of the coarser wools used in carpets.

Before World War II the sale of floor coverings in this country was about five yards per family while today this figure has shrunk to two yards. If manufacturers are going to expand their market to the prewar average, they must import a lot more wool or fill the gap with man-made fibers. Russia and other foreign countries are bidding heavily for the world's available wool supply. In truth, there's just enough of the natural fiber to go around. Come hot war or cold peace, authorities contend the present shortage is going to be around for a long time.

Extent of Rayon Use

At the market shows this summer almost every major carpet manufacturer exhibited at least one line featuring rayon or rayon-blend. If the trend isn't throttled by an adverse consumer reaction, most predictions point to much stronger emphasis on synthetics in the future. Some rug men feel that by next summer rayon will comprise up to 20 percent of all fibers going into American floor coverings.

Synthetic blends which have appeared so far have been shown mainly by the larger rug manufacturers.

Most smaller mills, with weaving facilities only, have not been able to obtain rayon through their contract spinners. Since the fiber is in short supply, the rayon manufacturers have routed their product principally to the large, integrated mills which are in a position to contract for substantial orders and back up the introduction of the fiber with strong merchandising. Moreover, some of the smaller manufacturers who can get synthetics are holding back to let the big boys feel out the public reaction.

How about nylon? Any discussion of synthetics must eventually come around to nylon, the most glamorous of the man-made fibers. Nylon carpeting is being produced today, but not for the consumer market. One company has created a specialty carpeting of 100 percent nylon for use in aircraft. A rug made from the Du Pont synthetic costs about three times as much as a wool rug of the same size and construction. The manufacturer contends that the longer life and other features of nylon bring the actual cost per year of wear down to near that of wool. Because of the large initial investment, however, floor covering of this type would be difficult to merchandise with the general public.

The characteristic most appreciated by the airlines is the fact that nylon carpeting weighs only about one-third as much as wool of similar construction. Lighter rugs would be a boon to cleaners as well as airplane operators, but obviously the advantage means nothing to the American housewife.

While a few all-rayon rugs are being shown this season, the vast majority of the new synthetic lines feature chemical fibers blended with wool. Until there is a major expansion in present rayon production, it is unlikely that a rug cleaner will be getting many 100 percent rayon pieces. There is insufficient output as yet to permit a general shift to all-rayon carpeting.

Characteristics of Carpet Rayon

In the past couple of years nearly all rayon producers have developed fibers for the carpet trade. The various products have their individual differences in size or composition, but they all have the same general characteristics. That is, they are all designed specifically for use in carpets. The fibers in cross-section show the roundness of wool without the irregular shapes and indented "pockets" found in apparel rayon.

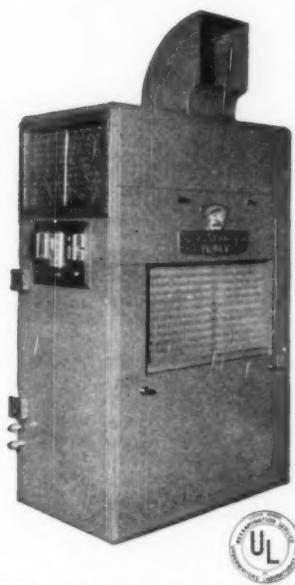
Spun rayons used in garments range in size from one to three denier while coarser carpet fibers are at least eight denier and may go as high as twenty. This is no place for a detailed explanation of exactly what denier is, but since most people have purchased nylon hose at one time or another, a distinction should be made between filament and staple denier.

All synthetic fibers may be produced in a continuous thread known as a "filament." In addition, the filament may be cut in short lengths similar to the natural fibers of wool, cotton or linen. Known as rayon or nylon "staple," these short lengths are twisted together in spinning to form the yarn. Denier in staple yarns and denier in filament yarns are two different things. For example, a 20-denier spun rayon used in carpets is comparatively coarse, but a 20-denier filament in ladies' hose is relatively fine.

Rug rayons lack high luster. All rayon companies sell "bright" and "dull" fibers while some manufacturers put out an intermediate fiber known as "semi-dull." The difference between bright and dull is that bright comes close to being transparent while dull is white and opaque. Bright fibers similar to those designed for apparel are unserviceable in floor coverings. Ordinary traffic scratches the surface of rayon and

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these minute gouges are sufficient to alter the amount of light reflected by the bright fibers. The heavily scratched or "delustered" areas give the appearance of soil embedded in the rug.

Advantages of Rayon

From the rug manufacturers' production viewpoint rayon has a number of advantages other than price alone. At the mill a great deal of time and money are required to remove the dirt, grease and other impurities from raw wool. Even after scouring the fibers vary greatly in color and texture. Dyeing of wool staple grown under a variety of climatic and feeding conditions is a pretty ticklish job. Rayon, on the other hand, is produced to standard specifications and a dyeing formula can be set up to get definite, known results.

The rug style trend for the past several years has been toward pastel colors. To a large extent the popularity of Argentine wool arose from the fact that South American fibers react better in pastel dyeing than do wools from other parts of the world. Again because of rayon's standard characteristics, the pastel shades are easier to achieve with man-made fibers.

A large rug manufacturer is required to purchase a steady flow of the raw material into the mill. The company must commit a large part of its capital long before production begins. With the fluctuations of the world market, the manufacturer is forced to gamble with an inventory which represents the biggest cost item in his operation. Rayon is not affected by short-time price changes.

The rayon producers realize that the soaring price of wool has given them a perfect opportunity to enter the carpet field in a big way. Aside from the price or supply of wool, the producers contend the innate advantages of rayon will establish the man-made fiber as one of the standard raw materials in the industry. Some of the rug manufacturers seem to agree.

The big goal today is to sell the retailer and the consumer on the idea. A glance at the full-page ads in any of the popular magazines will reveal the tremendous effort the rayon producers are exerting toward this end. The advertising pitch centers on the theme: "Announcing a splendid new fiber designed to meet your carpeting needs."

Here To Stay

The whole picture on rayon carpeting boils down to three significant points: (1) the limited supply and high price of imported wools will continue for some years to come, (2) rayon has a number of distinct advantages valuable to the rug manufacturer, and (3) heavy promotion is being mobilized to convince the consumer that man-made fibers are a fine replacement rather than a temporary substitute. The conclusion is pretty obvious: rayon-blend rugs are here to stay.

For the cleaner, some problems are bound to come up. The important thing, however, is that the National Institute of Rug Cleaning is searching for the trouble spots; moreover, through cooperation with the rug manufacturers, something will be done about them.

Rayon floor coverings are a development cleaners are going to have to live with—but it shouldn't be such a bad life. # #

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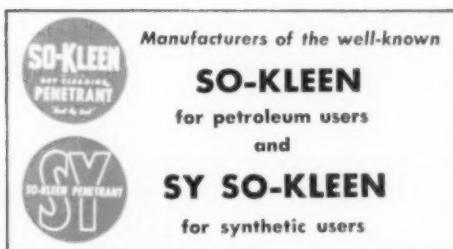
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ASSOCIATION NOTES



Neighborhood Cleaners Services: A recent bulletin of the Neighborhood Cleaners Association of New York City reports results of its garment analysis service. Of 351 garments analyzed during the past 12 months, 58 percent of the damage was found due to the wearer's negligence, 34 percent to unserviceable manufacture and 8 percent to faulty drycleaning. The bulletin explains that the 34 percent for unserviceable manufacture would be higher except for the help of National Institute bulletins and the educational efforts of the Neighborhood Cleaners. The 8 percent would be higher if it included garments submitted for analysis on which damage had been corrected. The bulletin reports that in most cases customers accept the analysis without loss of goodwill, and that most stores are now willing to accept their responsibility for garments returned because of unserviceable manufacture.

The association has appointed a Safety Management Committee to keep members posted on the most frequent causes of injury to workers and methods for preventing these accidents. Members of the committee are: Irving Golin, chairman; Irving Weber, secretary; Louis Davidson, Leonard Harris, Ralph Berechid, Louis Gelman, Mel Wasserman, Alfred Loewis and Paul Miller.

#

New Local Groups: Butler County (Kansas) Cleaners Association was organized recently at a meeting at Towanda. Among the cleaners who were guests of Wards Cleaners at the dinner were Calvin Purdin, A. W. McVay and C. Cunningham.

The recently organized Dry Cleaners Guild of St. Louis has elected the following officers: Ben Multack, Multack Cleaning Company, president; Fred Turner, Hi-Point Cleaning Company, vice president; J. J. Correnti, Correnti Cleaners, secretary, and Joe W. Frey, Mi-Lady Cleaners, treasurer. Directors are Lester Blickman, Karl Magidson and Leon Reed.

A charter has been granted to the Retail Cleaners Association of Miami Beach (Florida). President of the new group is Irwin Geser; the incorporators include Benjamin Levine, Joseph Rudin and Irving E. Zall.

Associated Cleaners of Jacksonville, Florida, has been organized with Herman T. O'Steen, Florida Cleaners, as president; M. J. Bono, Bono Cleaners, vice president; J. P. Stanley, Clean Cleaners, treasurer, and Mrs. Ruby S. Dunning, secretary.

#

Plans of California Cleaners: The midyear conference of the California Drycleaners Association has been announced for November 11-12, at the Hollywood Roosevelt Hotel in Hollywood. Nonmembers as well as members are invited to attend.

President Frank Shank of the California Drycleaners Association, President Gordon MacAulay of the

California Laundry Owners Association, and representatives of the allied trades firms and other branches of the industry have agreed on the establishment of a Textile Maintenance Advisory Board. This board will represent the entire industry to government agencies which might be set up for controlling the industry and eventually will coordinate the public relations, legislative and similar programs for all branches in this field. Past President G. L. "Mike" Dodge of Fresno has been appointed chairman of the board.

#

Harrisburg To Reorganize: At a recent meeting the Drycleaners Guild of Greater Harrisburg voted to reorganize. President John Menger announced the appointment of a nominating committee consisting of Harold Fleisher, chairman; Nathan Bernstein, Macey Capin and Carl Drothler.

Guest speakers at the meeting were Frank Filling of the Lancaster Guild and James Beck of the Central Pennsylvania Drycleaners Association, who discussed the activities and plans of their groups. The work of the Pennsylvania Association of Dyers and Cleaners was briefly described by its president, John Yorgay, and John Reardon, a director.

#

Ontario Year Book: In conjunction with its recent convention at Toronto, the Dry Cleaners Institute (Ontario) published a 1950-51 Year Book and Directory which includes a list of all members. The book traces the development of the Institute from its organization in August, 1948, with only 11 members, to its present thriving activity.

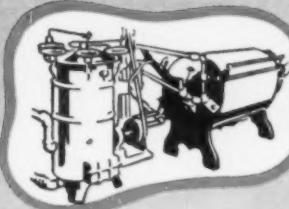
In its short life the Institute has placed \$2,500 worth of cooperative advertising; has organized night classes in Central Technical School, Toronto, supplying equipment and instructors; has campaigned on fabric serviceability with manufacturers and apparel stores; has published technical as well as news bulletins; has assisted in exhibits in industrial fairs.

Subsidiary divisions of the parent association have been formed in Toronto, Bay of Quinte, Hamilton, Mid-Western District, Windsor, Sarnia and Niagara District.

#

South Texans Entertain Boys: Forty boys from Boysville were guests of the South Texas Cleaners and Dyers Association at its September dinner meeting. In the absence of Walter S. Pope, president of the group, Vice President James A. Smith presided. Mr. Smith was responsible for planning the affair. Among the guests was Mrs. Preston Dial of San Antonio, "Texas Mother of the Year." A film, "The Birth of the Air Force" was shown, and the boys entertained in return with choral numbers.

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PREPARATION OF STOCK

Prepare Cyclo Stock M by mixing one part Cyclo, one part solvent and one part water in a non-corrosive container in the order named. Always mix the solvent with the Cyclo before adding the water. Stir lightly before each successive use.

DIRECTIONS FOR FULL LOAD

When enough rainwear has been received for servicing to make up a full load, clean in machine with low solvent level and use 3-oz. of Cyclo Stock M for each pound of fabric. Introduce the stock very slowly across entire width of cylinder as it rotates toward you. This high concentration of prespotter and water produces an amazingly high percentage of pass-ups when used as follows:

SOAP RUN: 20 to 25 min. at 1/5 level
FILTER RINSE: 30 min. at 1/3 level

Because of the high concentration of prespotter introduced to machine, it is advisable to drop solvent after soap run and replace with distilled solvent for filter rinse. (If garments are to be later treated with water repellent, follow the filter rinse with a final batch rinse in distilled solvent, as slight traces of soluble impurities

left in fabrics from filtered solvent greatly reduce the efficiency of any water repellent.)

Extract lightly. Tumble on cold air for 10 minutes, and then complete drying with hot air.

DIRECTIONS FOR FEW PIECES

When there is not enough rainwear to make up a full load, the operator may then brush the few pieces by hand with Cyclo Stock M and follow with filter run in the machine. Or, he may run the few pieces in the machine with a load of hard woolens with conventional filter soap formula, and then brush only those requiring further treatment with the Cyclo Stock M.

SPECIAL HANDLING FOR UNUSUAL WOOL LININGS

Machine cleaning with 3-oz. Cyclo Stock M per pound of fabric produces a beautiful job and causes no shrinkage or color running on the majority of rainwear described in the first paragraph. However, when a bright shade of soft wool has replaced the customary plaid cotton, this should arouse suspicion of either felting of the loosely-woven wool or running of the bright shade of wool dye when using so much water. Even these few suspicious appearing garments often may be cleaned with Cyclo Stock M without damage, and some operators make no attempt at classification. The cautious operator, however, may set these few exceptions aside for cleaning with soft, loosely-woven woolens.

Fresh Stocks Available for Prompt Deliveries from all Leading Jobbers

R. R. STREET & CO., INC.

561 West Monroe St., Chicago 6

Industrial Chemists SINCE 1876

N. I. C. D. NEWS

NICD Represented at Meetings: The convention of American Trade Association Executives, held in Boston in September, was attended by N. J. Berg, managing executive of NICD. Particularly in war times, the Government looks to trade associations for help in lining up industrial resources, and this subject was featured at the convention. An entire day was spent in inspecting facilities for industrial research by trade associations in the laboratories of Massachusetts Institute of Technology, National Research Corporation and Arthur D. Little Company.

The NICD was represented by George P. Fulton, director of research, and Albert Johnson, director of trade relations, at the convention of the American Association of Textile Colorists and Chemists held at Portsmouth, New Hampshire, the end of September.

Small Business Advisory Committee Meets: A recent meeting in Washington of the Small Business Advisory Committee of the U. S. Department of Commerce was attended by John C. Ridley, former treasurer and director of NICD, who represents the textile maintenance industries on the committee.

The committee reported evidence of gray and black market operations to Secretary of Commerce Sawyer and urged him to use his powers to correct the situation. The committee also endorsed a Selective Service program that would hold the age and classification of manpower as constant as possible to allow industry to plan its manpower requirements. It also recommended that the Secretary encourage the training of women, the handicapped and retired workers.

The committee also stated that it was concerned not only with manufacturing problems in the defense picture but also with the retail, wholesale and service trades. It recommended careful consideration to the national interest of small business and equitable distribution of non-military production of basic materials in short supply. The committee did not feel that immediate price and wage controls were warranted at this time.

#

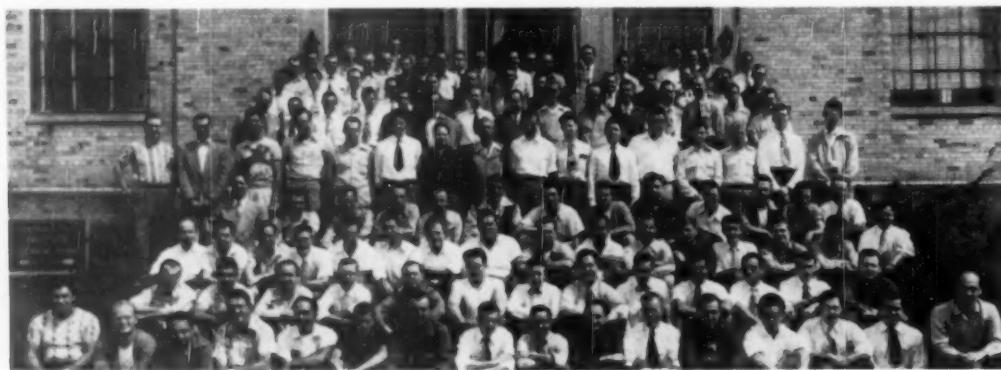
Classes Scheduled for 1951: The NICD has scheduled four general courses for 1951. They will be held January 8 to March 30, April 9 to June 29, July 9 to September 28, and October 1 to December 21. Prospective students are reminded that the July 9 class is the last that can be taken under the GI Bill of Rights.

A catalog and bulletin describing not only the general course but the four-week management course, the silk finishing and rug finishing courses may be obtained by writing to the Registrar, National Institute of Cleaning and Dyeing, Silver Spring, Maryland.

#

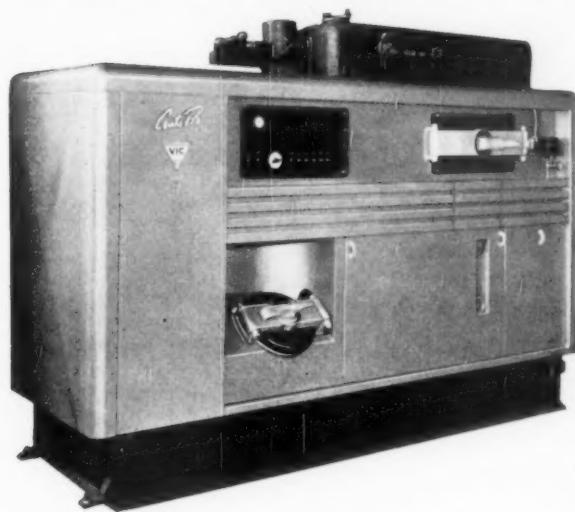
75th General Course Graduates: On September 22 John P. Gray, director of education, presented diplomas to 123 graduates of the 75th general course class. Honors for the highest scholastic average went to Donald Schiff of Detroit, Michigan.

Officers of the class were: president, Sol Rotfort, Miami, Florida; vice presidents, William B. Clayton, Junior, Oklahoma City; Gerald H. Gold, St. Paul; John J. Parker, Franklin, Ohio. The secretary was Charles



GRADUATES OF 75TH CLASS: M. F. Abbott, Stuart Alley, R. L. Amlung, Eugene M. Anderson, Richard Archer, Charles Ball, Vernon D. Belcher, Jimmy Bell, Stanley W. Beller, Howard Berryhill, Robert C. Bickley, R. D. Blanchard, Sam L. Blue, Ralph Battenfield, R. K. Brady, Douglas Brewer, Wallace E. Britt, Roy W. Bush, Kenneth Butz, Michael E. Capone, James C. Carta, John W. Clark, William B. Clayton, Jr., Claborne M. Daniels, O. B. Davis, Jr., Berge Demirgian, Peter Di Tora, Thomas J. Duchek, Glen G. Ellison, Dominick Falcone, Peter J. Famiglietti, Mile Fannin, Roy L. Farley, Jr., Morris Feldman, Don E. Frye, Joseph I. Glikman, Gerald H. Gold, Calvin Grimes, Wayne E. Hack, Fred O. Harris, Wilson M. Helm, James G. Hering, Onyx L. Higdon, Lester W. Hinton, Robert W. Hover, Stacy Hoy, Joseph Insogna, Jr., Sol Iroff, C. Daniel Jacobs, Maurice H. Jacobs, Louis M. Jorman, Louis P. Kasper, Hiroshi Kowakami, James F. Kimbrow, Raymond J. Kitsteiner, Ralph Kizer, K. D. Kuster, Frederick Lee, Gene L. Little, Paul V. Lloyd, Harry O. Loper, Robert E. Love, E. V. Lucas, Charles A. Maderick, Laverne Male, James Malone, Willard F. Marsh, Earl P. Martin, Frederick C. Mauberry, Roger Mauk, Roy L. Meigs, George Mendelsohn, D. W. Moceri, Leonard T. Moody, F. R. Moore, Joseph Moss, William H. Mylroie, James N. Najarian, Charles M. Nealand, Howard Oliphant, Irwin Paderewski, John J. Parker, Leroy K. Patterson, William A. Pettijohn, John H. Phelps, Abraham G. Potter, Walter J. Potter, H. R. Robison, Sol Rotfort, Donald H. Rudolphsen, Jesse M. Ruiz, Dwayne Rupe, Thaddeus Salomena, Curtiss G. Saunders, Donald G. Schiff, Gordon A. Schmoyer, Capers A. Scott, Tom Shea, Roger H. Shep, Robert P. Shepard, Harry Siegel, Russell Slater, Robert F. Slusher, F. J. Sparkman, J. W. Spearman, Robert N. Sprecher, Walter H. Squires, Byron Stables, Harry A. Stockman, O. R. Stoner, Paul H. Teel, Jr., Paul Thayer, Joseph O. Thomas, N. B. Talle, Joseph D. Walker, Ben B. Wallis, Elza C. Walters, R. W. Ward, N. O. Weary, Harlan G. Weiland, Ottis G. Wiggins, Clyde B. Woodard, John H. Wrocklage, L. A. Wynn, Kenneth K. Yamane.

HERE'S WHY YOU SHOULD BUY



VIC

Auto Per

**19 GOOD
REASONS WHY
YOU SHOULD
BUY THE
VIC *Auto Per***

1. Completely New and Improved.
2. Customers say they use VIC Automatic Filter Cleaner 6 months to a year without removing bags or opening filter top.
3. Enables 1-hour service to customers.
4. Complete control of garments at all times.
5. Built-in recovery unit keeps solvent cost WAY DOWN.
6. Fully automatic or manual operation as preferred.
7. Included—Automatic still is now standard equipment.
8. No special foundation needed for support.
9. Goes through any standard 36" door.
10. A complete package unit, ready to operate.
11. The use of perchlorethylene means NO INCREASE IN INSURANCE.
12. Use less floor space.
13. Better eye appeal.
14. Can pay for itself.
15. Gives more efficiency per labor dollar.
16. Better results.
17. Small down payment.
18. Easy monthly installments.
19. No clutch to give trouble.

**GET DETAILS ABOUT SMALL DOWN PAYMENT
AND EASY MONTHLY INSTALLMENTS**

CONSULT US FIRST:

**LIBERAL TRADE-IN ALLOWANCE
ON OLD EQUIPMENT**

EXPERIENCED SINCE 1912

MAIN OFFICE AND PLANT **VIC CLEANING MACHINE CO.**

MINNEAPOLIS 3, MINN.

NEW YORK
22 West 3rd St.

ST. LOUIS
3335 Union St.

LOS ANGELES
8480 S. Main St.

CERTIFIED SALES
AND SERVICE IN
ALL PRINCIPAL
CITIES





CONGRATULATIONS ON HIGHEST AVERAGE extended by John Gray (left) to Donald Schiff of Detroit

M. Ball of Kansas City, Kansas, and Paul O. Thayer, Jacksonville, Florida, was treasurer.

The class presented the Institute with a glass-enclosed bulletin board and a cash gift for the purchase of athletic equipment.

#

Son Follows Graduate Father: Since 1927, the NICD reports, in many cases the son of a graduate of an early class has grown up and himself become an Institute graduate. Now father-son combinations are turning up in the postwar classes.



FATHER AND SON TEAM of NICD General Course graduates, Charles M. Ball (right) of Kansas City, Kansas, and son Charles M. Ball III

The most recent is Charles M. Ball, of Kansas City, Kansas, a graduate of the 56th class in December, 1945, with his son, Charles M. Ball III, who graduated with the 75th class in September, 1950. The elder Mr. Ball was a member of NICD's board of directors in 1949.

Drycleaning Problems Publicized: The efforts of the publicity department of NICD in publicizing fabric and garment serviceability to manufacturers, retailers and consumers are showing excellent results, the NICD reports. The widely read apparel trade papers, *Daily News Record* and *Women's Wear Daily*, are periodically carrying NICD releases on the subject. The National Institute also contributes a 1000-word item on serviceability, with emphasis on drycleaning, to *Stores*, the monthly publication of the National Retail Dry Goods Association. *Stores* is circulated among about 10,000 retail stores throughout the country.

In the consumer field *Family Circle*, with a circulation of over two million, carried an article "Will It Dryclean?" in its October issue. Much of the information was based on ABC's of Drycleaning.

The September issue of *Modern Industry*, a monthly for executives, ran an article on "The Textile Revolution." The article discussed some of the serviceability problems of drycleaners, using information and photographs from NICD's public relations department.

#

Kaufman and Gamsu Head Beta Chapter: Because of the defection of Ted Chelis to the laundry allied trades industry and Stan Tesko's recall to active duty in the Marines, new officers had to be elected by Beta Chapter, the New York metropolitan area group of NICD alumni. At its first fall meeting on September 29, Samuel A. Kaufman was chosen president of the group and A. H. Gamsu was elected vice president. Morris Silverman continues his term as secretary-treasurer until the end of the year.

The speaker for the evening was William R. Palmer, who discussed the application of management methods in the small plant. By substituting for Stan Tesko as chairman of the meeting, Mr. Palmer also had the unique privilege of introducing himself as the speaker.

#

Mustn't Say the Naughty Words: The NICD has added its influential voice to the numerous protests against the use of the unappealing term "slop spotting." An Institute release makes its point with an imaginary sales talk by a routeman who uses the term, to the complete misunderstanding and disgust of the customer.

Suggested substitutes for the all-too-easy-to-say phrase are two-gum spotting, speed spotting, steam-pre-spotting—anything but slop spotting!

#

Latest Technical Bulletins: A recent technical bulletin issued by the NICD reports the results of laboratory research on the length of time soaps actually function in the washer. Another describes proper finishing techniques for the currently popular rolled or uncreased pleats.

Visual Aid on Prevention of Falls

A NEW safetygraph, showing why falls are one of the most serious of all industrial accident hazards, how they occur and how to prevent them, has been prepared by the National Safety Council. One out of every four accidental deaths is caused by a fall, the Council points out.

Designed as a visual aid for training small groups, the safetygraph consists of 12 spiral-bound pages, 18 by 24 inches, inserted in a leatherette portfolio and open-

ing to form an easel. On the front pages are colorful cartoons and duotone photographs showing the hazards of ladders, scaffolds, makeshift equipment, slippery or cluttered floors, stairways, unprotected openings and horseplay. A safety talk for the instructor is included.

Prices for this new safetygraph on falls or for others in a series of 16 may be obtained from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill. # #

The U-SAN-O story



1 U-SAN-O mothproof cleaning promotion is the world's greatest customer catcher. Our sales and volume increased 60% when we put up the U-SAN-O sign.

2 New customers and bigger orders are a cinch when you offer U-SAN-O mothproof cleaning at no extra cost.



3 I want more than just good dry cleaning . . . That's why all our dirty clothes go to the U-SAN-O cleaner. It's finer cleaning and they're mothproofed and insured free.



CANADIAN DISTRIBUTOR

Mr. Al Wray
Murray & Peenie
797 Victoria
Niagara Falls, Ont.

Order from your Favorite Distributor or write direct to:

- APPLIED IN THE WHEEL
- NO EXTRA LABOR COST
- NO SPRAYING



AMERICAN MOTHPROOFING COMPANY

711 North Euclid Avenue • St. Louis, Missouri



1 and 2. ORIGINAL TORN AREAS of fur lining of cloth coat

FUR SHELL REPAIR

Care Needed in Handling Popular Garments Lined With Used Pelts

by DAVID G. KAPLAN

WITH fur-lined cloth garments so popular in the past two seasons, it is inevitable that a percentage of these will come to the dry-cleaner for storage, repair and cleaning. The last poses a problem: how to clean?

Keep in mind that the fur of the fur lining is not new and therefore rarely very strong. Immersion cleaning is even less advisable for the converted fur garment than for the new fur garment. Careful tumbling in a bag is best for both cloth and fur, so long as the cloth receives a preliminary sponging with a suitable cleanser.

But some cleaners still look for short cuts, which is the reason why the fur-lined garment shown here wound up for repairs. The fur was natural muskrat flanks, one of the most popular skins for fur linings. (See photographs 1 and 2.)

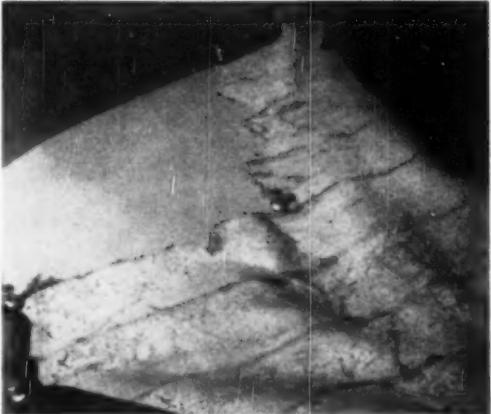
The first step was to carefully cut open the stitching which held fur to cloth around the torn areas and to peel back the fur lining, exposing the leather side.

For patterned layouts such as these muskrat flanks, all work must be done by half-skin units, just as they were originally worked. If any part of the flank is unusable, the whole unit must be replaced. In this case the immersion plus the weakening effect of perspiration had made the leather of the torn fur unsewable, so out it came. (See photograph No. 3.)

A tracing of the outline of the cloth area was used as a basis for a pattern for the missing fur. Using this pattern, matched muskrat flanks were sewed into place. (See photograph No. 4.) These were deliberately se-

lected a little larger than needed, so that they could be generously squared just a little full, in order to minimize future tearing due to strain. (See photograph No. 5.)

The new edge was reinforced with hand-sewed tape to conform with the rest of the garment. The garment

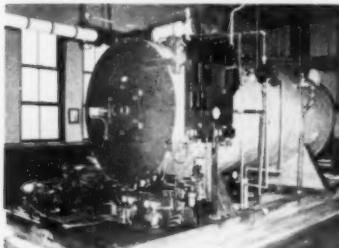


3. TORN FUR REMOVED, garment pinned over pattern that has been traced from cloth of area

HOW MUCH CAN YOU SAVE

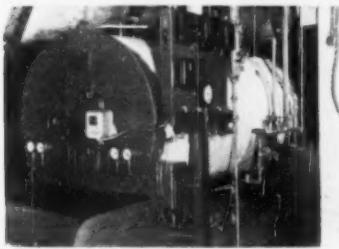
By Installing a **STEAM-PAK** Generator

**\$20,000.00
SAVED ANNUALLY**

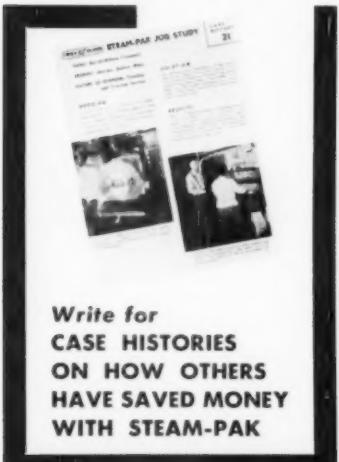


Textile Mill in New England formerly used 40 tons of coal at \$13.00 per ton, now uses 5,000 gal. of oil per week at 5¢ per gal.—saving \$270.00 per week on fuel cost plus saving salaries of three men. Total saving approximately \$20,000.00 per year.

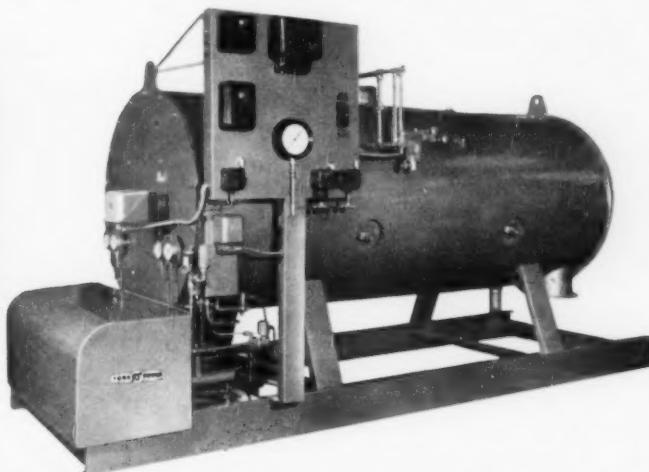
**\$4,000.00
SAVED ANNUALLY**



Dairy in New England purchasing 75 h.p. high pressure York-Shipley Steam-Pak, reduced cost approximately \$12.00 per day, including cost of coal, firemen and maintenance.



**Write for
CASE HISTORIES
ON HOW OTHERS
HAVE SAVED MONEY
WITH STEAM-PAK**



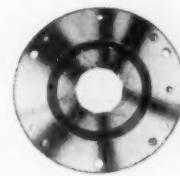
THE ONLY STEAM GENERATOR with *Iris Shutter*

Watch Dog of your Boiler Efficiency

Whether you use gas or oil, absolute control of the air injected into your burner to provide proper flame control is the most important factor toward efficient operation of any steam generator. The famous Iris Shutter, Watch Dog of Efficiency, actually meters the air volume, synchronizing air and oil or gas adjustment from partial load to full load to provide proper flame control.

Steam-Pak Generators are built in capacities from 15 H.P. up, for low or high pressure, steam or hot water, for light or heavy oil, combination gas and oil, or straight gas.

Can you save money with a Steam-Pak? There is one way to find out . . . ask a Qualified Heating Engineer. Your York-Shipley Distributors are thoroughly qualified to analyze your problem and determine savings. See your nearest York-Shipley Distributor or write, wire or 'phone



YORK-SHIPLEY

INDUSTRIAL DIVISION

1120 Jessop Place, York, Penna.

Phone 7861





KEY YOUR COLORS TO THE SEASON THE ALMORE WAY

COLOR is a salable commodity for the drycleaner.

COLOR, when keyed to the season, sparks your merchandising, attracts and pleases your customers.

At Almore, we stress season-right colors to give you shades that are in tune with the times, in step with the styles.

This season, a rich new shade of brown and a luscious tone of wine feature the fashion columns.

They're features, too, of Almore's dyeing—brilliant seasonal shades that will give your patrons a like-new suit or coat in exactly proper color.

For the satisfied patronage that good dyeing means, send garments for dyeing to:

ALMORE DYE HOUSE

4412-24 Wentworth Ave., Chicago 9, Ill.

L. Teichner, President

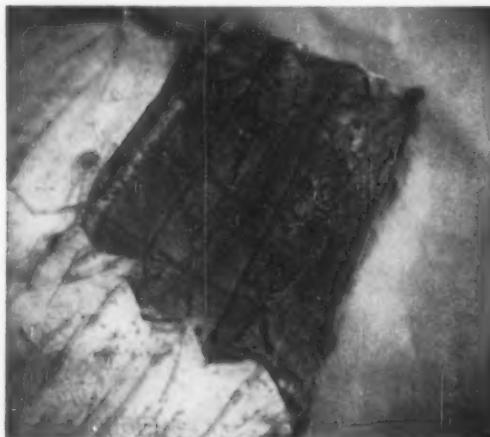
was then turned over to the tailor who sewed back the lining.

Here is a breakdown of costs and charges on this job:

Materials:	Five pairs of Ranks	\$ 3.50
	Findings20
Labor:	Furrier, total 1 hour	3.00
	Tailor, $\frac{1}{2}$ hour	1.00
	Total direct costs	\$ 7.00
	Charge to customer	\$14.00

Note in the accompanying pictures, especially photograph No. 6, how white the leather of the fur of the

immersed garment is in comparison to the added fur. This distinction should give sufficient warning to any handler of such garments that someone has drycleaned the fur by immersion and left it weak and dangerous to handle. # #



4. REPLACEMENT FUR sewed in



5. ALL-OVER VIEW of replacements, one side of garment



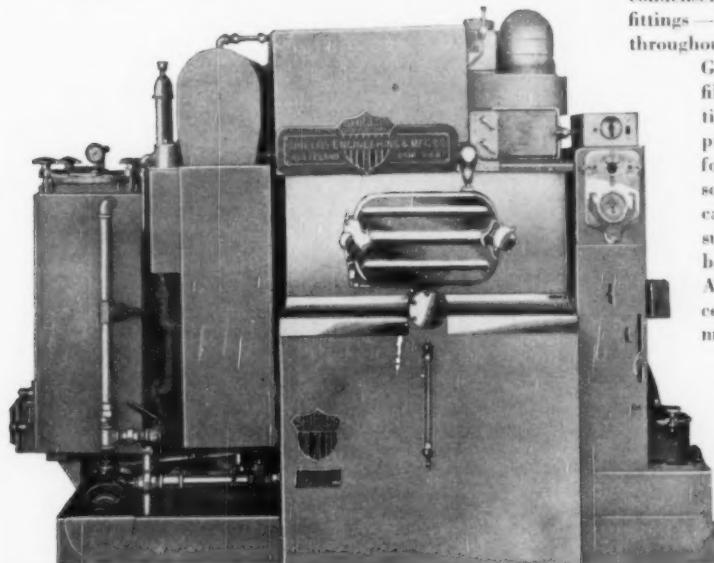
6. SQUARED AND REINFORCED repaired area

For Large or Small Plants

This machine saves Time and Man-power—Garments go in Dry and are Taken out Dry, with just one handling. In large plants one operator can handle (load and unload) several machines.

In small plants one operator can handle spotting and other odd jobs while machine is in operation.

**COMPARE AND YOU'LL BUY A SHIELDS—
THAT'S WHAT MANY LEADING DRY CLEANERS ARE DOING!**



SHIELDS ENGINEERING AND MANUFACTURING CO.

272 E. 156TH ST.,

CLEVELAND 10, OHIO



MAIL
THIS
COUPON

for **COMPLETE INFORMATION**

SHIELDS AUTOMATIC R-51 CHAMPION PERCHLOR UNIT

FEATURES THAT GUARANTEE SPEEDY-PROFITABLE OPERATION

An automatic perchlorethylene unit with Recovery. Also, may be manually operated. 50-pound load capacity. 40 minute cycle. Washer, cylinder and condenser of Monel metal with bronze fittings — vibration-proof construction throughout unit; 1300-GPH filter; 40-

GPH capacity still. Continuous filtration, independent distillation, 2½" dump valve, improved soap injector for uniformly emulsifying solvent and soap. Fool-proof and economical operation. Reserve tank supplies solvent for rinsing and balancing solvent in system. All parts of machine easily accessible. Rugged, compact drive mechanism operates quietly under critical load conditions. A PRIZE PACKAGE delivered completely assembled — dimensions 34" x 88" x 78" high—permits entry through 35" door opening.

SHIELDS ENGINEERING & MFG. CO.,
272 E. 156TH ST., CLEVELAND 10, OHIO

Gentlemen:

Please send full information about the SHIELDS AUTOMATIC DRY CLEANER.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

SIGNS OF THE TIMES

(Continued from page 18)

The same issue continues the series of articles by John M. Morahan on the vicious circle in unserviceable rayons. The finishers, he writes, who put the quality finishes such as shrinkage and crease resistance and gas-fade inhibitors into the fabric, contend that they are forced to cut corners by the converters, who specify the cheaper finishes to save a few cents a yard. The converters, in turn, are under price pressure from the manufacturer, who is attempting to meet price pressure from the store buyer. Since it is a rare customer who asks for anything more than appearance in a woman's garment, education must be carried on at the customer level as well as all along the line of manufacture.

#

Volume Trend Keeps Up: The latest NICD report on drycleaning sales volume shows a nationwide increase of 4.32 percent in July 1950 over the same month of last year. The rise in drycleaning sales lags behind the level of national retail trade in the same month, which jumped to 19.8 percent over July of 1949. Part of this rise is believed due to war scare buying, hoarding, and to some extent price rises.

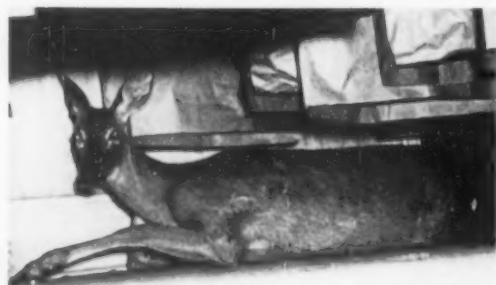
#

Cousins Float Wins Honors: The float entered by Cousins Limited of Halifax, a leading Canadian drycleaning firm, won second prize in the recent Dartmouth Natal Day parade and honorable mention in the larger parade on Halifax's Natal Day. The float featured a supersize yellow waterlily which folded and unfolded to show a pretty girl. The base of the float was lettered "Cousins Beauty Care for Your Clothes."

#

Voice in the Wilderness? An opposing note in the flood of announcements of increased prices, of drycleaning as well as most other services and commodities, was sounded recently by Burnett Limited of Montreal, Canada. The drycleaning company used a large newspaper ad to call for a battle against inflation. Burnett guaranteed in the ad not to raise prices to its customers this year and appealed to all businessmen both to hold their present price lines and to resist price increases.

#



UNSOLOITED VISITOR to plant operated by James Jaquin in thickly populated Syracuse, New York. Doe wandered in front door, made way up stairway and settled down under garment-storage racks. Who says nobody trusts a drycleaner?

Public Service by Drycleaners: A campaign to sell out tickets for all games played by the football team of the University of Tampa was undertaken by Ben Darby, owner of White Way Cleaners & Laundry, Tampa, Florida. At a dinner attended by the president, football team and coaches of the University and over 50 route salesmen and branch-store clerks of the drycleaning firm, Mr. Darby announced plans to use not only the services of his sales force but of billboards and advertising in selling the tickets.

Members of the Stanislaus (California) Dry Cleaners Association have placed their manpower, cleaning and truck facilities on call in case of a national emergency. The cleaners' civilian defense committee consists of Jerome H. Caplan, president of the association; John Gorman, Ed Simidian and Glen Price.

Julius L. Kuffler, head of the drycleaning firm of I. Wohl, Inc., Long Island City, New York, has been appointed chairman of the Cleaners and Dyers Division of the 1950 United Jewish Appeal, which collects funds for relief, resettlement and refugee aid.

Rogers Cleaners is among the business firms of Caney, Kansas, which are helping to collect funds for a new piano for the local community center.

Among the donors of prizes to the teachers enrolled in the annual five-day Anderson County workshop institute at Garnett, Kansas, was the firm of Palm Cleaners.

Zolotar Cleaners, Westmont, Illinois, is one of the sponsors of the Westmont Mixed Bowling League.

#

Synthetic Fibres Gain: An interesting summary of the relative positions of the various types of fibers was given in the September issue of *Textile World*. The consumption of cotton in the United States has decreased from 85 percent in 1930 and 80 percent in 1940 to only 70 percent in 1949. Wool consumption was 9 percent in 1930, 8 percent in 1940 and 10 percent in 1949, while silk stood at 3 percent in 1930 and 1940 and only 2 percent in 1949. Synthetic-fiber use has jumped from 3 percent in 1930 to 9 percent in 1940 and 18 percent in 1949.

One reason for the low consumption of wool is the present limited supply and high price; another is the fact that development of improvements in wool has only recently got under way. A third reason is increasing competition from synthetic fibers, such as Du Pont's Orlon and Celanese's new Celcos fiber which is being promoted for carpeting.

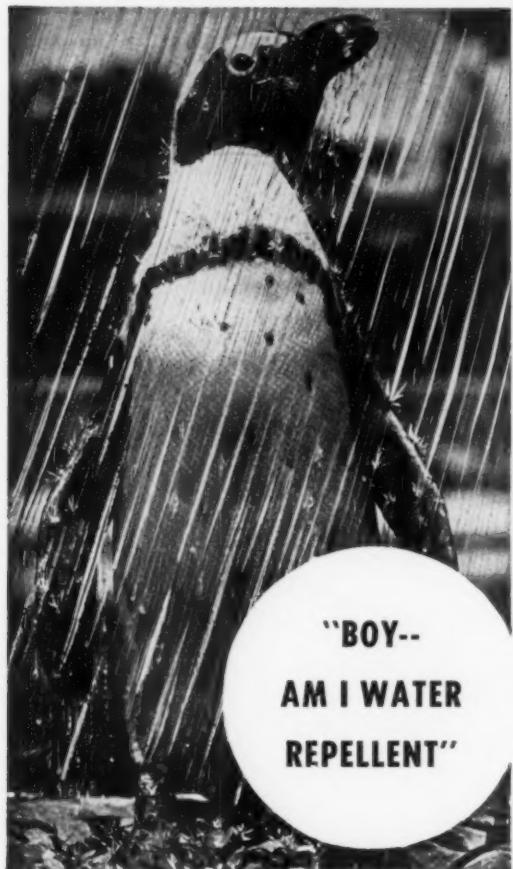
Current experimental work on development of new synthetic fibers indicates a rapidly increasing consumption.

#

Reward for Alertness: Presser John Van Parys recently received a \$100 check from his employer, William Rasell, owner of Edmonds (Washington) Dry Cleaners. When the presser was passing the plant one Sunday morning he noticed that it was filled with smoke from a next-door fire, went in and turned on the ventilator fans, then called Mr. Rasell. The reward was in appreciation of his quick action in saving garments in the plant from smoke damage.

THIS IS NEW!

"Buckeye" LIQUID RE-VI



Directions For Use By Immersion Process in Garment Treatment

Before RE-VI treatment, garments must be thoroughly cleaned of all soil and rinsed until absolutely clear of all soap, cleaning aids and soil. All spots should be also removed.

"Buckeye" RE-VI being concentrated, it is to be thoroughly mixed with cleaning solvent before use.

For Raincoats and Reversibles, use a solution made up of one part "Buckeye" RE-VI and five parts petroleum solvent. For other type work make solution one part RE-VI (Liquid).

ten parts solvent. Simply pour into solvent at 85° to 90° F. Immerse garments. No heating necessary.

Immersing of garments can be done in any container large enough to handle the work.

After immersing operation, garments are extracted in the usual manner lightly. Then dry the garments in the dry room or tumbler in regular degree of temperature with plenty of air circulation or on Wind Whip. After drying press by usual method.

Formulated strictly in accordance with latest Quartermaster Corps specifications P.Q.D. No. 115-D May 3, 1948

A Water Repellent and Fabric Retexture
For Use in Petroleum or Chlorinated
Solvent After Dry or Wet Cleaning

NO HEATING NECESSARY

A NEW OPPORTUNITY for greater customer satisfaction . . . the ANSWER to the perplexing problem of restoring these fabrics to original condition!

"Buckeye" RE-VI restores fabric life and luster . . . revitalizes the body and texture . . . creates moisture repellency . . . avoids discoloration of fabric by perspiration . . . assures more lasting press. Saves finishing time. It's a new, distinctive contribution to the Dry Cleaning Industry through the facilities of the Davies-Young Research laboratories.

For use in any Mechanical Dip Tank.

Advertising literature, button tags, window cards and streamers furnished free of charge to all RE-VI users.

TO THE DAVIES-YOUNG SOAP CO.
BOX 995, DAYTON 1, OHIO

Please send us samples of Buckeye Liquid Re-Vi and full directions for use in all types of work.

NCD-1150

NAME

ADDRESS

CITY AND STATE

ASSOCIATION HANDLES CLAIMS

Cleaners' Group Processes Complaints Registered by Better Business Bureau

by JOHN J. DUNN

IF we find the cleaner is wrong, we advise him to pay the claim. If he refuses, we tell the customer to go to the small claims court and offer to help her with the legal action. In fact, I'm scheduled to appear in court next week against a cleaner who is an old friend of mine."

This statement by Herbert L. Satter, executive secretary of the Cleansing Plant Owners of Massachusetts, pretty well defines the new "self-policing" approach which Massachusetts is applying to the problem of claim settlements.

The group's board of directors, headed by President Henry J. Shea, appointed Mr. Satter as full-time executive secretary early this year. Soon after assuming his duties, the secretary made a routine check with the Boston Better Business Bureau and was appalled by the number of drycleaning complaints registered with that organization. Because there was no strong liaison with the drycleaners, it was difficult for the BBB to reach an equitable decision in these cases. It is a good guess that the Bureau usually assumed the plantowner to be guilty until proved innocent. Frequently the end result was frustration and indignation for both cleaner and customer.

The Massachusetts state group offered to take on the job of processing the complaints for the Bureau. The cleaners felt that tardy claims settlements by any drycleaner, tailor or independent driver undermine public confidence in the entire industry. The offer was accepted gladly by the Better Business Bureau. Any reservations the BBB might have felt at the outset were eliminated when it became obvious that the cleaners' group would move to obtain a settlement where the plantowner was at fault.

All cleaning complaints registered with the BBB are automatically routed to the cleaners' association. A consolidated report on the disposition of all cases is submitted to the Bureau at the end of each month.

In other sections of the country various consumer-retailer-cleaner committees have been set up to thrash out customer claims. But to the best of our knowledge, Boston is the first city in which a cleaners' organization processes public complaints straight through from preliminary questionnaire to final settlement.

It might be difficult to understand why the public readily accepts an association of cleaning plantowners as a disinterested third party in settling claim disputes. The explanation for this acceptance undoubtedly stems from the fact that the customers are sent to the Cleansing Plant Owners of Massachusetts by an organization which commands tremendous respect from the general public. Without ever expressing the idea, most people probably feel, "These guys must be on the up and up or the Better Business Bureau wouldn't have anything to do with them."

As soon as the CPOM office receives a complaint from the Bureau, a form is mailed to the customer requesting information on the nature of the garment, the damage, etc. The completed questionnaire is then sent

to the drycleaner or tailor involved together with a form letter and blank for his comments. The form letter explains that "the program has been instituted to improve customer relations and to help locate and eliminate unserviceable fabrics." Mr. Satter reports no difficulty in obtaining prompt replies to either of these questionnaires. The customer wants action. The cleaner wants to tell his side of the story.

Where damage is involved, the garment is sent to a commercial laboratory for analysis. The association assumes the cost of the testing. The report normally leads to one of two actions on the part of the association: (1) exertion of pressure on the plantowner to settle the claim, or (2) an explanation to the customer of why the cleaner is not responsible for the loss.

This second activity is important. In the case of unserviceable fabrics or consumer misuse, a report from a disinterested third party carries greater weight than would a similar explanation from a plantowner facing a high claim. In addition, the association is in a good position to funnel off the indignation of the "crank" complainer.

As far as the Better Business Bureau is concerned, the cleaners' group accepts responsibility for the handling of all drycleaning complaints whether the party involved is a member or nonmember, plantowner, tailor or independent driver. This policy is in line with the association's contention that the standing of the entire industry is affected by the actions of every person who accepts drycleaning from the public.

Many cleaners use the association analysis service as the first step in processing any damage complaints. That is long before the claim has a chance to be reported to the Better Business Bureau. As it should be, this direct service is readily available to members only. The analysis fee levied against nonmembers is deliberately prohibitive. Of course, they can get the analysis free if they wait until the customer goes to the Bureau, but by that time they will have lost the business.

An unforeseen but happy result of the group's complaint settlement program has been a big upsurge in membership. Boston plantowners have new evidence of the fact that their association is working for them. In the past six months the number of enrolled plants has jumped by over 400 percent.

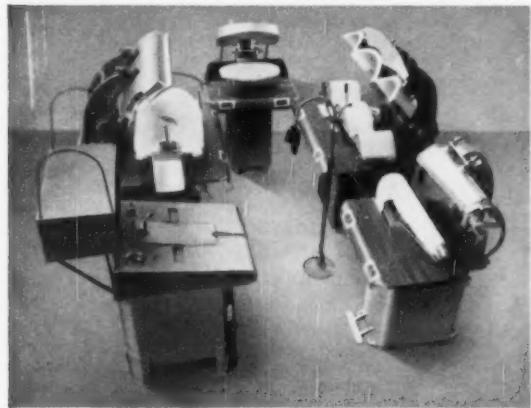
The arrangement with the Boston Better Business Bureau has been in operation for about four months. On the basis of the excellent results achieved here, plans are being drawn to establish somewhat similar machinery in other cities in the state. So far the association has handled about 300 claims for the BBB. Adding in tests performed directly for members, the executive secretary predicts that the total number of garments submitted for analysis will come to from 1,100 to 1,200 pieces by the end of this year.

The Massachusetts association has made a breakdown of the first 200 complaints handled for the Boston Better Business Bureau. Although these cases are far fewer than the tests conducted for cleaners directly,

Look who
used to be
afraid to
wash a
shirt...



A shirt story that reflects the experience
of 1 out of 10 Drycleaners



"All of a sudden it hit me! If the wife can do my shirts, without ruining them, what's wrong with me? Yes, me... a drycleaner handling expensive, delicate fabrics every day of the week—and I'm shirt-shy, afraid of a two-buck shirt!"

"That's when I decided to install a Hoffman shirt laundry unit. And brother, the way the volume rolls in, I've been kicking myself I didn't add shirt service sooner, like 1 out of 10 cleaners did long ago!"

THE HOFFMAN 3-GIRL SHIRT LAUNDRY UNIT

A complete wash-to-finish unit for fast, high quality production. Two girls on finishing. Includes all items (accessories and instructions, too) ... needs only 10 x 20 foot area. Call or write now.

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they are the only claims in which complete questionnaires and records are available. An examination of the type of business involved in these complaints reveals the following figures:

Tailors or shop owners	34%
Large chain-store operators	26%
Retail plantowners	22%
Independent cleaners	6%
Wholesale plantowner (doing some retail)	6%
Miscellaneous (rug cleaners, dyers, etc.)	6%

According to these figures wholesale cleaners or their agents are involved in 46 percent of the complaints. If we add in the large chain operators, we find that 72 percent of the complaints made to the Better Business Bureau originate in cases where it is difficult for the customer to talk directly to the plantowner himself. This doesn't prove conclusively that large firms have more claims than do small on-premises operations. It does prove—and any chain cleaner or wholesaler will admit the fact—that a customer is more apt to rush to BBB when it is impossible for her to see the top man in the company.

What was the nature of these protests to the Bureau? The following table shows the sources of complaints and the percentage of each source to the total:

Lost by drycleaner	28%
Consumer misuse	22%
Poor drycleaning practice	14%
Unserviceable fabrics or garments	12%
Mistaken by drycleaner	8%
Poor wetcleaning practice	6%
Unwarranted claims	6%
Miscellaneous	4%

It should be noted that the drycleaner was at fault in 56 percent of the cases. Of those cases, 64 percent represented either a permanent or a temporary loss. Following up these cases, Mr. Satter found that in nearly every instance the cleaner readily admitted the loss.

That these complaints were allowed to languish long enough to produce a protest with the Better Business Bureau can be explained only by the fact that the cleaners were handling their claims improperly or that they were attempting to give customers the "run-around." In either case the end result is bad for the industry. It's the sort of trouble the association hopes to eliminate in the state of Massachusetts.

Compilation on the types of garments involved in the complaints verified the experience of most cleaners. Women's work accounted for 64 percent of all the claims. Dresses, women's suits and women's sweaters were involved in over 90 percent of the cases where the source of damage was found to be poor drycleaning practice, faulty wetcleaning processing or unserviceable garments. As most cleaners realize, ladies' apparel

COMPLAINT INFORMATION SHEET	
CONSUMER'S NAME	_____
CONSUMER'S ADDRESS	_____
CONSUMER'S TEL. NO.	_____
CONSUMER WAS SENT TO CLEANING PLANT OWNERS OF MASSACHUSETTS BY BETTER BUSINESS BUREAU	
OTHER	_____
COMPLAINT	
DESCRIPTION OF GARMENT	
TICKET NO.	_____
WHERE BOUGHT	_____
WHEN BOUGHT	_____
HOW MUCH WAS PAID	_____
DRYCLEANER INVOLVED: AGENT	
DRYCLEANING PLANT	
WHAT HAS DRYCLEANER DONE TO SETTLE COMPLAINT	
WHAT DOES CONSUMER WANT	
ACTION TAKEN BY CLEANING PLANT OWNERS OF MASSACHUSETTS	
FINAL DISPOSITION OF CASE	

generally is trickier to handle than is men's work.

So far this report has been confined to the group's current accomplishments with no indication of possible future developments. To present a true picture, however, some mention should be made of how the claims settlement program fits into the association's long-range plans. The complaint project was set up to achieve two main objectives: (1) establish a strong relationship with the Better Business Bureau which could be used to promote cooperation with retailers on the broad problem of garment unserviceability, and (2) get the cleaners' own house in order.

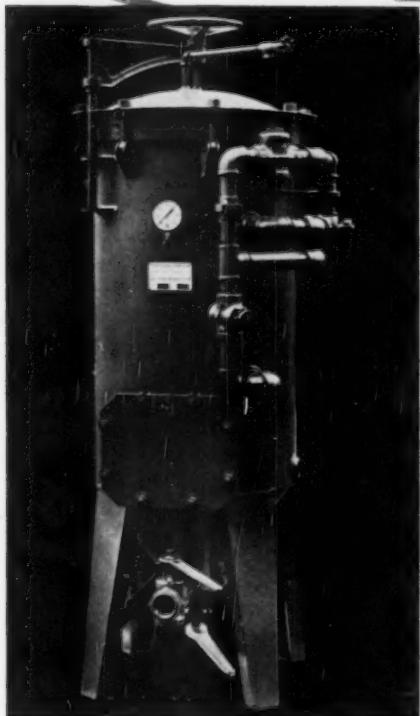
At a drycleaner-retailer conference called by the Better Business Bureau on September 29 some 89 stores, including all the large outlets in metropolitan Boston, were represented. This preliminary meeting was devoted to a discussion of a program to "provide a means of handling and adjusting customer complaints after cleaning of garments and of determining the cause of such complaints."

One of the chief features of the proposed program is the assignment to the Cleaning Plant Owners office of the responsibility for handling customer complaints and obtaining adjustments from the cleaners where the plantowners are at fault. Where unserviceability is proved by laboratory tests, the office will report the information to the retailer and the customer. A joint committee of retailers and cleaners was named to work out the details and set up the machinery for the program.

Actually, definite results in this approach to the big problem of garment unserviceability may not be apparent for several months to come. But as of today, one significant fact can be reported: The cleaners of Massachusetts will enter these discussions with clean hands. # #

BETTER BUSINESS BUREAU SURVEY SHEET	
DO YOU KNOW OF THE COMPLAINT	
WHAT ACTION HAVE YOU TAKEN TO SETTLE THE COMPLAINT	
ARE ADDITIONAL INFORMATION	
STORED	
PLANT NAME	_____
PLANT ADDRESS	_____

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with less work!**

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OBLIGATION, OF COURSE**

**MR. GEORGE OLSON
OLSON FILTRATION ENGINEERS
1624 NORTH KILBOURN
CHICAGO 39, ILLINOIS**

OKAY . . . send me the facts. I want to see more about the OLSON Filters and how they will help me. I understand there is NO obligation whatsoever.

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IF THE SHOE FITS

OUTSIDE of the barefoot belt, hardly a man (or woman) is now alive who hasn't at some time or other suffered the anguish of aching feet. For people who must stand at their work the problem is serious and calls for measures to prevent not only immediate pain but lasting ill effects.

According to a release from Thom McCan, 60 percent of adults suffer from some form of foot trouble; the majority of these are people who must stand at their work. Constantly aching feet may cause chronic headaches, stiff neck, neuralgia, neuritis and other ills.

Aching feet cause the sufferer to shift weight from one foot to another or to stand on the insides or out-

sides of the feet to ease pain or weariness. This shifting throws the whole body out of line and puts extra strain on muscles, tendons and ligaments. Nearby nerves also are pinched and produce pains in places far removed from the feet. As a result, the victim who spends most of his working hours on his feet finds his efficiency impaired and his job harder to perform.

The best way of avoiding foot troubles is to wear shoes that fit. The human foot is flexible and often becomes larger when bearing the weight of the body. Furthermore, after five or six hours of standing the feet sometimes become swollen, thus requiring even more room. For this reason, shoes that are to be worn on the job should be obtained specifically for that purpose.

These rules will help assure proper fitting:

1. Let the salesman measure your feet, rather than trying to tell him the size you need.

2. To avoid crowding of toes, there should be $\frac{1}{2}$ to $\frac{3}{4}$ inch between the tips of the big toes and the tips of the shoes.

3. The surest test is to feel the shoe and make sure the round bone at the base of the big toe comes directly above the widest part of the sole where it starts to curve under the arch.

4. Be sure the shoes are wide enough so that the toes will not feel cramped.

5. If you stand a great deal at your work, get shoes to wear on the job that are one-half to a full size larger than shoes for leisure-time wear.

A common mistake, according to health authorities, is to wear old dress shoes for work. Shoes which were comfortable for leisure or street wear often prove too tight after a few hours on the job and soon lead to painful corns, calluses and bunions.

Attempts to relieve the pressure of tight shoes by slicing open the sides may ease pain but this also robs the feet of the support that shoes are designed to give. Shoes that have been worn too long lose their shape and sometimes the steel shank under the arch breaks, leaving the feet completely without support. Fallen arches and weak feet may follow, bringing about dislocations throughout the entire body structure.

Women who wear their old high-heeled shoes on the job soon find that the heels become wobbly, leaving the wearer liable to a sprained or fractured ankle or a serious fall. Shoes worn at work should never have heels higher than $1\frac{1}{2}$ inches. # #

Market Report:

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Super Cushioning by **GOOD YEAR**

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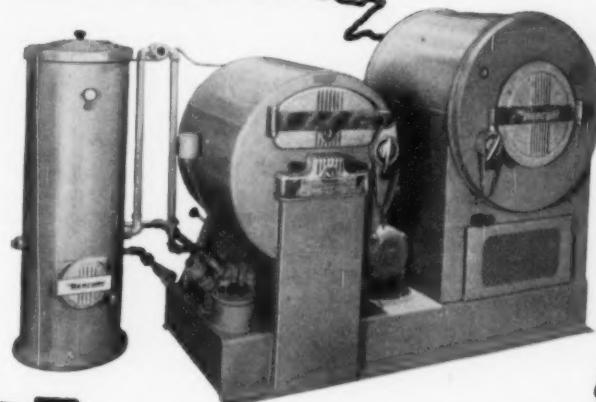
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LEGAL DECISIONS



by A. L. H. STREET

Cleaner and Insurance Company Battle

Does the mere fact that a patron may collect from an insurance company on account of loss or damage to a rug or other article while in the custody of a drycleaner necessarily release the cleaner from legal liability?

NO, under many insurance policies carried by patrons the insurer has a good claim for damages against the drycleaner if he can prove that the loss that it had to pay as insurer was caused by the cleaner's fault.

In a case lately decided by the Municipal Court of Appeals, District of Columbia, the court said that an insurance company, which had paid \$800 to the owner of two rugs which a rug service company had received for cleaning and storage, had a right to sue the rug company for reimbursement. (Yonan Rug Service Co. v. United Services Automobile Assn., 69 Atl. 2d 62.)

However, a judgment for \$800 that had been allowed the insurance company against the cleaning company was reversed and a new trial ordered on the ground that there was no legal proof that the rugs were worth that much.

The only evidence offered by the insurance company at the trial was the testimony of the owner of the rugs. She testified that one rug had been woven for her in China in 1933, and that the other one, a very old Persian rug, had been given to her. (She said she knew that it was a fine rug because otherwise her uncle would not have owned it.) But when the cleaning company's lawyer cross-examined her she admitted that she was not a rug expert and that her estimate as to the value of the rugs was based on what a rug dealer, who never saw them, told her they were worth on her description.

The higher court said that the law governing testimony as to the value of rugs or garments, in a case like this, is to this effect: The fact that a person owns an article and is familiar with its quality and condition qualifies him to testify as to its value, but a judge or jury can discount the testimony if the owner has no "general knowledge of value."

"This rule has special application in cases of lost or destroyed household goods and wearing apparel where ordinarily the standard of market value is recognized

as not furnishing adequate compensation and resort is had to the standard of actual value to the owner."

But in this case the owner did not attempt to give her own estimate. She admitted that her valuation was based on what was told her by a rug dealer who never saw the rugs. Such testimony should not have been received because it was *purely hearsay*, without any opportunity afforded the cleaning company's lawyer to cross-examine the rug dealer to determine the ground of his opinion.

(It is to be remembered that in this case it was the patron's insurance company that sued the cleaner, not the cleaner's insurance company. Of course, a cleaner is not bound to reimburse his insurance company for a loss that it has had to pay a patron—at least, not under ordinary circumstances.)

What Buyer of Business Must Know

The state fire marshal refused to issue an operating permit to the buyer of a cleaning plant because it did not conform to the structural requirements of the state law. Was the buyer entitled to cancel the purchase in view of the fact that the seller had agreed to "transfer all permits" and, allegedly, had assured the buyer that he would have no trouble in securing a permit?

NO, declared the Ohio Court of Appeals for Summit County, in the case of Snoderly v. Brown, 91 N. E. 2d 31.

As to the agreement of the seller to "transfer all permits," the court said that it was void, because the Ohio law requiring permits for the operation of cleaning plants is so worded that they are *not transferable*.

There was no permit in favor of the seller *posted*, as required by law, in the plant when the sale was made. That was enough to warn the buyer that the plant was not being legally operated. The fact that the owner might carry a permit around in his pocket did not do away with the necessity for posting it.

The buyer was bound not only to know that the permit must be posted, but was also bound to know that the permit could not be transferred. The court applied the rule that "ignorance of the law excuses no one." (This declaration of the court ought to show the readers of this article the importance of familiarizing themselves as fully as possible concerning the cleaner's principal legal rights, duties and liabilities.)

Comment: The rules of law involved in the Ohio case go much beyond the facts of the case. For example, if a cleaner buys a vacant lot for a plant he is bound to know whether there is an ordinance zoning the lot against such use, or whether there is a restriction in the seller's title to the lot that will prevent the use. Perhaps the seller's false statement that there is no such restriction in his title would render him liable in damages or subject the sale to cancellation. A careful and prudent buyer will have such matters checked by the local attorney who helps him close the deal.

INVITATION TO THE READER

In this department of **THE NATIONAL CLEANER & Dyer** Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely upon your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney by citing what the courts have generally decided in similar cases.



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GLASS-BLOCK COUNTER with inset display windows for specials and the tile walls are novel features of Propst Cleaners store. Owner John Gehm seems happy about it all.

EYE-CATCHING COUNTER

**Unusual Materials Add Interest
To Fittings in Missouri Store**

by LOU BELLEW

ACOUNTER made entirely of glass blocks gets attention at the store of Propst Cleaners in Kirksville, Missouri, operated by John Gehm. The camera is sadly lacking in ability to catch in black and white the main feature of this counter, since it is brilliantly lighted on the inside by colored neon tubes.

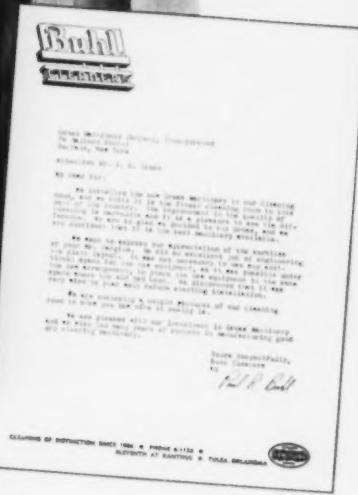
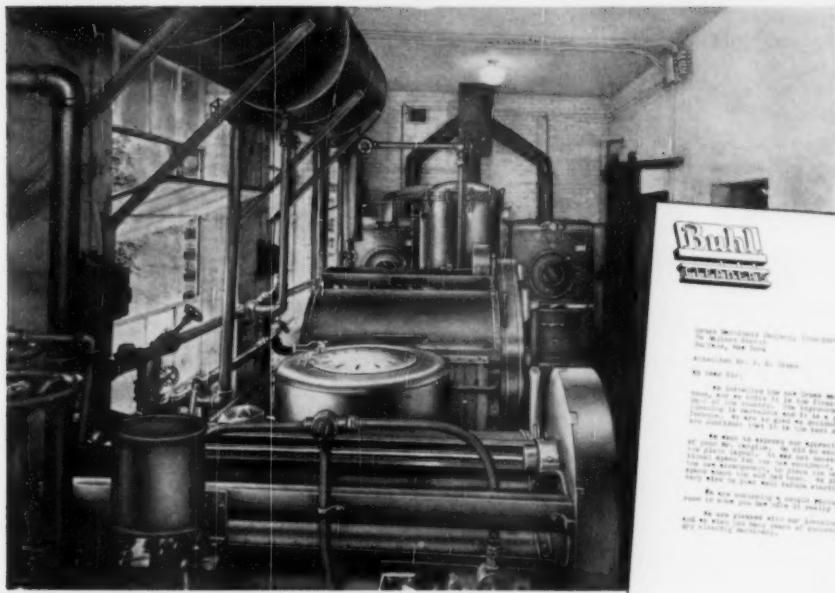
To make use of the front of the counter for showcase purposes it was necessary to use stainless steel frames for the display windows, in order to support the heavy glass blocks above the openings. Mr. Gehm admits he was tempted to make the top of heavy plate glass, but ruled out that notion through fear scratches would soon mar its beauty. (Seems the girls still like to test their diamond rings!)

Another thing different about the store is the use

of glazed tile for the walls, which greatly simplifies the interior decorating problem. It's easy to keep clean, too.

The use of the tile was decided on when it became necessary to add on to the original front to make the present store, using the old front as the back wall of the store. Matching the interior of the new addition to the original tile front of the plant proved a good idea. So much so, that other business places in Kirksville are about to follow suit!

The stairway in the background leads to John's upstairs apartment. When we voiced the question as to people calling up at all hours of the day and night for their cleaning, it turned out he's never been bothered by that problem. Plainly, we had come across a cleaner who gets his work out on time! # #



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Compact, lightweight, with motor-in-head brush. Finger-tip control button assures positive operator control. Brush speed is regulated to give best cleaning results.

Standard equipment includes hose and nozzle attachments. The machine is easily adaptable for application of mothproofing and insecticides. The accessories are easily attached in a few seconds.

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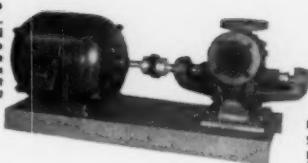
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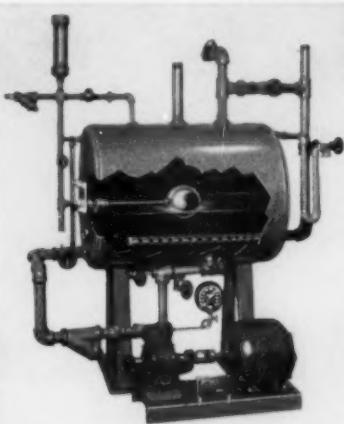


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PANORAMIC VIEW of British Laundry, Dry Cleaning and Allied Trades Exhibition, Olympia, London, taken from gallery. Office section, housing trade associations, was in gallery (top right). (Photographs by Tony Collins, staff photographer of Dry Cleaning and Dyeing Journal)

EXHIBITION IN LONDON

by P. E. WOOLLEY

Associate Editor, *Dry Cleaning and Dyeing Journal*, London

IN Britain the curtain has but recently fallen on a display at which was gathered the cream of British-made drycleaning plant and equipment, and the products of allied drycleaning sundriesmen. The momentous occasion was the nine-day exhibition staged in London at Olympia from September 28 to October 7 by laundry and drycleaning engineers and allied traders.

It was by far the most ambitious show ever organized on behalf of these British manufacturers and suppliers, for the floor space occupied by the products of the 136 exhibitors covered an area of 100,000 square feet. To enable these many specialist tradesmen to demonstrate their various models it was necessary to keep their stands supplied with steam. To that end the organizers installed two coal-fired boilers and connected up piping of a total length of four miles.

Interest shown in this national exhibition both by drycleaners at home and those from overseas surpassed even the most optimistic hopes of its sponsors, the British Society of Laundry Engineers and Allied Trades. Not only did British and foreign drycleaners look to the exhibition to provide them with a feast of new equipment, techniques and ideas but also staging of the show marked the resumption of an event which had been forcibly interrupted for more than a decade by Great Britain's all-out participation in World War II.

On all sides one witnessed the cordiality with which overseas visitors renewed old friendships that had lapsed since the last exhibition was held in 1938. But underlying this friendly atmosphere was an air of businesslike scrutiny of the products which British ingenuity, skill and craftsmanship had developed.

The motif of the exhibition, that of ensuring the health and well-being of the nation by the use of the

drycleaners' and laundry services, was given added emphasis by inviting Dr. Charles Hill, M.P., to perform the opening ceremony. Dr. Hill's fame in Britain springs from his many broadcasts on health and hygiene—a feature heard regularly by millions of radio listeners.

Exhibitors saw in the show the opportunity to achieve worldwide publicity for their products, for buyers were present from upwards of 14 overseas and Commonwealth countries, among which were included representatives from leading drycleaning plants in the U.S.A., Canada, Belgium, France, South Africa, New Zealand and Australia. Foreign visitors numbered in the region of 600. One enthusiastic buyer flew in from Southern Rhodesia, a matter of something like 7,500 miles, in his own plane to "look in" at the exhibition.

The greatest number of improvements and new ideas in machinery and ancillary products to be seen at the exhibition were all in connection with dry-



OFFICIAL STAND of National Federation of Dyers and Cleaners. Left to right: Mr. Schuringa, Netherlands; Mrs. J. P. Spencer; F. F. McNeil on duty for NFDC.



Don't Let Fatty Acids Tap Your Till...

Use
Blue Label DARCO
For Sweet-Smelling
Quality Dry Cleaning!

When customers shout your work stinks—and mean just that—it's time to take action against fatty acids in your solvent!

Here's what to do: Every morning, before you start operations, after pre-coating, add Blue Label Darco to your filter . . . recirculate solvent till clear and you're ready to run your first load of work.

Using Blue Label Darco *regularly* each day kills off the *cause* of odors by trapping all kinds of residues that foul your solvent—there's no need for special "sweeteners." Darco not only keeps your solvent clean, but gives improved performance from your washer, still, filter and tumbler.

*See your Darco distributor now! And write for
"Handbook of Solvent Recovery."*



DARCO DEPARTMENT ATLAS POWDER COMPANY

Darco General Sales Offices

60 East 42nd Street, New York 17, N. Y.



TRAVELING CLEANER M. A. Pocock of Minneapolis (left) is welcomed by Freddie Dayer, chairman of Dyeards, and Miss B. Silvester at Whitsters' and Dyeards' joint reception to overseas visitors

cleaning processes. The remarkable fact was the great increase in popularity of totally enclosed drycleaning machines in which washing, hydroing and deodorising are performed in the one unit using trichlorethylene as the solvent. Claim for many of these machines was that they kept solvent loss down to around 8 percent.

Capacity of the enclosed units displayed varied from one of 60 lbs. dry weight every 80 minutes to a midget machine capable of processing a 15 lb. dry weight load every 30 minutes. The latter plant is an entirely new product and its appearance has been enthusiastically welcomed by drycleaners and valet shop owners who, by reason of limited accommodations, are at present compelled to make use of the services of a trade cleaner.

Another interesting synthetic unit, a semi-enclosed one, was a design which had its origin in France. Its three operations—cleaning, hydroing and drying, and deodorising—occupy respectively eight minutes, five minutes and five minutes, making a total processing time of 18 minutes. Its capacity is 14 lbs. dry weight a load. The unit is built in two sections, one containing a combined washer-hydro, the other a drying and deodorising cabinet. An unusual feature is that the machine operates without steam, the only services required being those of electricity and water.

Automatic control was a device that considerably simplified operation of most of the totally enclosed units.

Ancillary equipment in the shape of steam guns for spotting and garment formers (Steaming Sue's) was well to the fore. In the case of the guns, almost universal was the introduction of handles made of insulated plastic materials, an improvement that gave them much cooler handling when operating. In two instances, brush fitments had also been added for use where stubborn stains were encountered. Another gun was fitted with an attachment for applying a detergent to the stain during spotting operations. Steaming Sue's claimed the attention of many visitors by the efficient and quick manner in which this type of equipment conditioned the various classes of garments.

Greatest evidence of the advancement made in the industry in recent times was typified by the vast number of new products such as detergents, spirit soaps and similar sundries, which were to be seen in considerable array on many stands.

A welcome addition to the field of spirit soaps were the chlorogenes. This entirely new range of drycleaning soaps are suitable for use in either non-flam or white spirit plants. Capable of carrying a large percentage of water without the danger of clogging or creating excessive pressure when using filters, the soaps are further claimed by the manufacturer to reduce spotting and wetcleaning operations to a minimum.

A further item of interest to be seen at this stand

were the enzymic compounds—a range of digester powders with properties which make them safe to use on all fabrics and colours with the exception, under certain conditions, of fabrics which have been printed with a casein thickening paste.

One of the most outstanding pieces of machinery designed for white spirit users was a drycleaning plant which incorporates an entirely new principle of inner cage construction, quite revolutionary in design and in its method of solvent circulation during the washing cycle. In evolving the new cleaning principle the manufacturer's technicians have produced an end-loading cage which opens out the load so as to present a maximum surface to the cleaning solvent. The washing cylinder is fitted with three lifters, each carrying two opposed scoops. Rotation of the cylinder causes the scoops to collect a quantity of spirit from the space between the cage and outer casing of the unit.

Once the fluid has percolated to the lifters it cannot return, and it remains to be sprayed over the load contained in the inner cylinder through a series of perforations. The solvent percolates through the load, eventually passing out via holes in the front part of the inner cage into a rotary filter before being returned to the beaters. By this ingenious method the makers have eliminated a dip so that it is impossible to re-deposit soiling water.



MAX ZERNY, president of British National Federation of Dyers and Cleaners H. GORDON CRAN, head of Society of Laundry Engineers and Allied Trades, official sponsor of exhibit

The social diary during the run of the exhibition included many brilliant and successful functions. Notable was the eve-of-exhibition reception of the Society of Laundry Engineers and Allied Trades, which was attended by upwards of 500 home and overseas guests. Other functions included a banquet given by the Institute of British Launderers and a joint reception by the Whitsters Club (a forum comprising members of the laundry industry) and Dyeards Club (membership of which is open to drycleaning executives and managers).

The round of social events was fittingly terminated by the dinner-dance and cabaret of the National Federation of Dyers and Cleaners held at the exclusive Savoy Hotel, London. NFDC President Max Zerny, in proposing a toast to the guests during the function, said no fewer than 14 countries were represented and he was indeed proud to be host to such a large number of dyers and cleaners from so many parts of the world. He further expressed the hope that their visit had been a worth-while one, and that they had sensed the very great pleasure which all members of the British drycleaning industry felt at their being there. # #



MAKE BIG MONEY WITH ON-LOCATION CARPET SHAMPOOING



SHAMPOO
RUGS IN
YOUR PLANT



EARN A
PROFIT OF
2¢ TO 5½¢
PER SQ. FT.

THE FIELD IS WIDE OPEN! REQUIRES A DOWN PAYMENT OF ONLY \$350!

With the same HILD Equipment used to shampoo carpets "on location" you can also clean rugs in your plant. Rug cleaning pays you a profit of \$1.12 to \$3.50 on the average 9 x 12 rug . . . adds extra value to your investment in HILD Equipment.



SHAMPOO
UPHOLSTERY

Don't overlook this up-and-coming profit-maker! Every home is a prospect. You can earn \$7 to \$10 profit shampooing a davenport and chair. Get complete information!



Right from the start, you can get business from your present customers. And there's plenty more to be had by aggressive advertising. HILD makes it easy for you to advertise at small cost. Striking newspaper ads, radio announcements, postcards, circulars printed with your name and address, and many other Sales and Advertising Aids are available for your use. Read the "success stories" of other HILD System Carpet Cleaners. Mail the coupon today!

HILD HELPS YOU GET BUSINESS

Today! Mail Coupon for FREE BOOK

HILD FLOOR MACHINE CO.

740 W. Washington Blvd., Chicago 6, Ill.

Please rush your free book of "FACTS." I am also interested in Cleaning Rugs in my plant Shampooing Upholstery.

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ONTARIO'S SECOND CONVENTION

**Provincial Group Shows Surprising Vigor
By Large Attendance at Toronto Meeting**

by WILLIAM R. PALMER

FOR the first time in Canada, a drycleaners' association sponsored a style show. It was the type of show never before sponsored by anybody in Canada. At its second annual convention held in Toronto October 1-3, at the Royal York Hotel, the Dry Cleaners Institute of Ontario featured the parade of unserviceable garments on living models which had been shown at the NICD convention in Chicago in March.

With the aid of a public relations counsel the style show received wide publicity in all the Toronto papers. As the models paraded down the runway, while NICD's Dr. Dorothy S. Lyle described the shortcomings of each garment, a

battery of newspaper correspondents watched from a press table. Liberally sprinkled throughout the audience were representatives from various local department and specialty stores. It was a hit to all concerned, easily the standout feature of the whole Toronto convention.

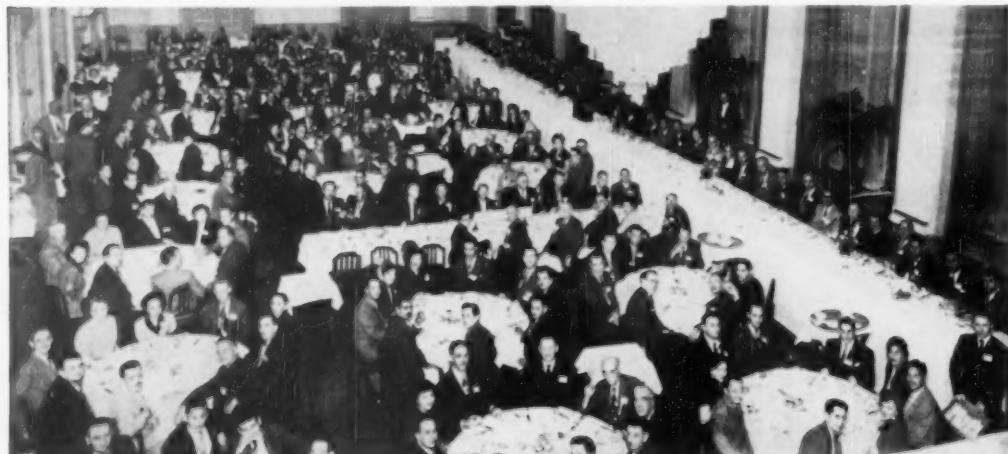
About 300 drycleaners, allied tradesmen and friends were registered. Before the show they heard Mrs. W. R. Walton, Jr., of the Canadian Association of Consumers discuss from the consumers' viewpoint their difficulties with textiles, clothing and the drycleaners. W. R. Palmer, editor of *THE NATIONAL CLEANER & DYER*, discussed the dangers of fixed prices in

limiting markets and inviting competition. At a banquet Monday evening Lance Rumble of General Motors was the featured speaker with a mixture of humor and philosophy.

Tuesday morning's "bull session" was opened with short talks by Noel Cooperider of the Butler Manufacturing Company, Ken Kenealy of the Standard Chemical Works, and Mr. Palmer. The morning ended with a lively discussion period based on the preceding talks of the convention. The afternoon was devoted to visiting local plants and allied trades salesrooms.

The executive committee for the year includes: president, Roger C. Clarkson, Toronto;

first vice president, H. E. Wambold, Kitchener; second vice president, J. Snitzer, Toronto; retiring president, L. Mendelson, Toronto; also J. H. Gibson, Toronto; George Langley, Toronto; A. Baker, Toronto; H. White, Toronto. The board of governors includes, besides the executive committee, the chairmen of the local divisions in the province: A. J. Rivard, Windsor; J. Koskie, Hamilton; H. E. Wambold, Kitchener; R. H. Feasby, St. Catharines; K. Gillard, Oshawa; B. F. Olver, Sarnia, and J. Snitzer, Toronto. Members of the board, at large, are: W. B. Bunting, Toronto; A. Taylor, Toronto; B. Petch, Long Branch; J. White, Toronto; L. Austin, Toronto. # #





If you are a dry cleaner...

(You want to do quality cleaning, at lowest cost.)

the Armour man is the man to see
because he and only he
has Armour New
Liquid Drilene!



(A new and improved Liquid Drilene out of Armour's
Research Laboratories — better now than ever before!)



ARMOUR *Industrial Soap Division*

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VIRGINIA CONVENTION



NEW VIRGINIA OFFICERS, left to right: C. M. Dixon, Royal Laundry, Inc., Big Stone Gap, treasurer; John Doley, Warwick Laundry, Inc., Newport News, president; J. E. Smith, Hill City Laundry, Lynchburg, vice president; C. P. McElheney, Davis Laundry, Danville, secretary

OVER 200 members of the the coming year. The other Virginia Association of Launderers and Cleaners, meeting September 18 and 19 at Lynchburg, chose John Doley of Roanoke, whose John Doley of Warwick Laundry, Newport News, as their president for Dixon, Royal Laundry, Big

Stone Gap, treasurer. New directors are Edwin Gresham, Arlington; M. J. Reid, Staunton, and James A. Albano, Norfolk, joining on the board Blois Gygi, Norfolk, retiring president, and A. M. Pitchford of Richmond.

Among the principal speakers was Richard Harkness, well-known Washington correspondent and radio commentator, who predicted wage increases and rollbacks on prices, except farm prices, to cut profits.

Four ways to lower insurance costs were suggested by Ben F. Baumann of the Lumbermen's Mutual Casualty Company. He advised: (1) insuring on a five-year term basis; (2) installing efficient sprinkler systems; (3) avoiding duplication under boiler and machinery policies, and (4) not

insuring pressure vessels and furnace explosion under boiler policies.

In his talk on "Price Cuts vs. Volume Decline" James R. Wilson, head of an Atlanta firm of laundry and drycleaning accountants, urged improved cost accounting methods and also advised the preparation of monthly profit and loss statements.

The feature of the second day's session was a round-table discussion led by R. L. "Bill" Ayers of Covington. Educator and humorist Dr. R. C. "Scotty" Young spoke at the concluding luncheon.

Entertainment was provided by an informal buffet supper and bingo party on the first evening and the banquet, floor show and dance on the final night. # #

KENTUCKY MEETING



OFFICERS AND DIRECTORS of Kentucky State Laundry and Cleaners Association. Left to right, front row: J. I. Huddleston, Harrodsburg, director; C. A. Goodman, Jr., Glasgow, president; Waldo Kamman, Corbin, vice president. Second row: C. L. Thompson, Jr., Lexington, director; R. W. Walker, Mt. Sterling, director; R. E. Fairhurst, Paducah, director. Third row: Wilbur Fields, Louisville, managing director; Maurice Quiggins, Owensboro, retiring president and director; W. M. Vogler, Bowling Green, director

AT the annual convention of the Kentucky State Laundry and Cleaners Association, held at Owensboro September 15 and 16, C. A. Goodman, Jr., of Crown Laundry and Cleaners, Glasgow, was chosen president, and Waldo M. Kamman, Wead Laundry and Zoric Cleaners, Corbin, was named vice president. Retiring president Maurice Quiggins of Owensboro was host to the convention, assisted by J. Randall Barger.

The following directors were also chosen: Richard E. Fairhurst, Paducah; J. Irwin

Huddleston, Harrodsburg; Mr. Quiggins; J. W. Terry, London; C. L. Thompson, Jr., Lexington; R. W. Walker, Mt. Sterling, and W. N. Vogler, Bowling Green.

The convention talks were opened by Bud Bartholome, production manager of White Swan Laundry, Evansville, Indiana, who spoke on "One Plant's Personnel Policies and Practice." A drycleaning film was shown by H. A. Prichard of B. R. Street & Co., Inc., and "A Laundry Within a Laundry" was described by Walter H. Montgomery of Crown

Laundry & Dry Cleaning Co., Indianapolis. The future sales picture was discussed by William E. Mercer of the American Institute of Laundering.

On the following day the showing by Don Tuttle of the Procter & Gamble film, "Leave Less to Luck," was followed by a question-and-answer period. The featured talk was a discussion on the importance

of humidity in drycleaning by Charles Truxal of the National Institute of Cleaning and Dyeing.

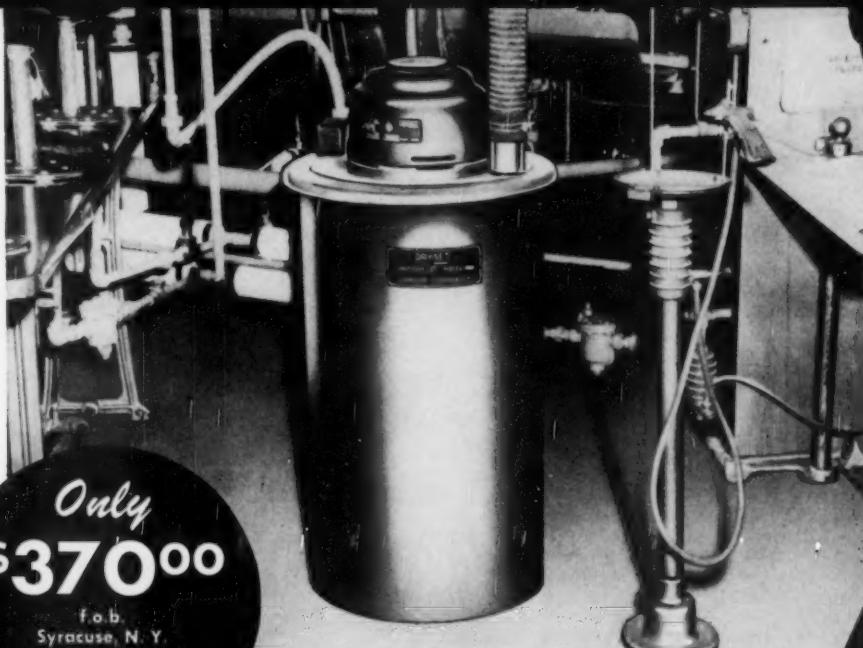
Hosts Quiggins and Barger presided at a cocktail party, followed by the closing banquet. Col. Ethel Stroube, comptroller at Camp Breckenridge, near Morganfield, Kentucky, was the guest speaker at the closing dinner. # #



"It's so seldom that I get an employee with interest enough to study up on this business. Let's have that theory again on filters. You say it works on the same principle as a paper-baler?"

New "UNIT TYPE" DRYSET

A Further Development of BILLMYRE Pioneering



Only
\$370.00

f.o.b.
Syracuse, N. Y.
including motor
(1 or 3 phase) and
manual starter

Small Plants! Now you can get the better quality—higher production—lower fuel costs that a Dryset air vacuum unit provides! The new "Unit Type" Dryset is designed to handle from 1 to 6 garment presses . . . is easily installed in any plant.

Cuts Fuel Costs! Dryset uses no steam . . . cuts fuel costs 25% to 50%.

"Unit Type" Dryset handling garment presses for DeWitt Cleaners, DeWitt, N. Y. Notice its compact size — only 20 $\frac{3}{4}$ " in diameter, 3' 8" high.

Improves Quality! Gives every garment a well-finished appearance . . . retains its shape. Works equally well under contact or creasing pressures.

Increases Production! Dryset draws a current of dry air through the garment at high velocity . . . providing up to 25% faster drying time.

What You Save on Steam Will Pay for a Dryset
...WHY NOT OWN ONE?

SAVE! mail coupon TODAY

LAMSON CORPORATION
BLOWER DIVISION
459 LAMSON ST. SYRACUSE, N. Y.

LAMSON CORPORATION
Blower Division
459 Lamson St., Syracuse, N. Y.

Gentlemen:

Please send me complete information on the new "Unit Type" Dryset.

Name . . .

Company . . .

Address . . .

My dealer's name and address is . . .

EMERGENCY THEME AT BOSTON

Effects of Current Situation Featured In Talks at AIL'S Annual Convention

THE pervading theme of the 63rd annual convention of the American Institute of Laundering was the national emergency and what to do about it. Almost 7,000 laundryowners, drycleaners and allied tradesmen turned out for the meeting and exhibit, held October 7-9 in Boston, Massachusetts.

The theme was sounded off at the Saturday-morning "War Emergency Conditions Conference." President Fred McBrien introduced two allied tradesmen, J. Stanley Hall reporting on the supplies outlook and Clifton W. Johnson summarizing the situation in laundry and drycleaning machinery. James V. Scattergood, AIL manager of accounting and statistics, outlined the leading features of the Defense Production Act of 1950. The last speaker at the session was George Isaacson, director of technical departments of AIL. His interesting and potentially helpful report on results of a questionnaire on how laundryowners met conditions in World War II is printed elsewhere in this issue.

The Saturday afternoon session was devoted to selling. Dr. W. A. Eggert, chief psychologist of Lumbermen's Mutual Casualty Company, emphasized the importance of psychological tests for prospective routemen. Gene Flack, sales manager of Sunshine Biscuit Company, expressed optimism about the future of American business and confidence in American salesmanship.

At the evening session Fred A. Blake, laundryowner and veteran legislator, substituted for the governor in extending the greetings of the Commonwealth of Massachusetts. President Claude A. Putnam of the National Association of Manufacturers spoke on the place of small business in our economy. The evening concluded with the report of AIL President McBrien.

The Sunday-morning session was a "Profit Improvement Conference" featuring discussions of cost accounting and office practices. AIL Secretary-Treasurer Albert Johnson introduced John Carruthers, well-known industry accounting specialist, who explained the development and use of standard costs and budgeting techniques. Laundry accounting consultant M. R. Weiser filled in the background on a new approach, con-

tinuous costs, with the details presented by Kenneth Weiser, junior member of the firm. Both speakers pointed out the importance to steady profits of knowing costs and income by services and departments. Modernized office methods were described by James V. Scattergood, manager of AIL's accounting and statistics department, and James R. Wilson, Atlanta accounting consultant, explained bookkeeping systems for the smaller plant.

Latest Washington developments were described at the Sunday-afternoon session by Harold K. Rowe, manager of AIL's Washington office. Improvement of employee relations was the subject of Andrew S. Ormsby, head of the department of business administration at Clarkson College.

Sunday evening was devoted to a musical program, followed by a talk on the needs of the armed forces by Senator Leverett Saltonstall of Massachusetts, a member of the Armed Services Committee.

The final morning's session started with a reshowing of the film "Time for Living." C. L. Bankart of New England Laundries, Somerville, Massachusetts, explained how the film is being used for better consumer relations by the Better Laundry Institute of Boston. Bernard Vellenga, Jr., of Monarch Laundry, Chicago, discussed the value of the picture as a selling tool for an individual plant. James F. Yates of Chicago's Up-To-Date Laundry explained how a plant can advantageously use the AIL Certified Washable Seal.

Two speakers at the final meeting took up production subjects. Russell N. Fowler of Troy Laundry, Amarillo, Texas, gave his experience with a personalized laundry service, and Wes Stotts of the Edina (Missouri) Laundry reported on the development of a new small plant. An inspirational talk on selling enthusiasm by Frank Bettger, author of a text on salesmanship, wound up the speeches.

In general, the talks at the business sessions provided a source of guidance for operations during the difficult times ahead. The seriousness of the discussions was leavened by a generous program of entertainment for the delegates and accompanying ladies. # #



AUDIENCE RESPONDS to humorous point made by speaker at Saturday-afternoon session on selling

Chemicals you live by



**HOW TO REMOVE
elbow grease**

We refer to the elbow grease that goes into hand spotting. It's costly, as any hand operation is. DIAMOND Dry Cleaner with built-in spot remover can reduce this expense. We don't make the exaggerated claim that our Dry Cleaner removes *all* spots. But it does greatly reduce the amount of handwork required at the spotting table.

We know from the accounts of many users that you can expect to reduce your overhead and increase your customer satisfaction by using DIAMOND Dry Cleaner with built-in spot remover. If you haven't tried it, why not now and see how much you gain? Order DIAMOND Dry Cleaner from your regular supplier. He can also furnish DIAMOND Carbon Tetrachloride and Perchlorethylene.

DIAMOND DRY CLEANER

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO



Before Any Other Consideration

Integrity of Circulation



OF THE several factors that enter into the use of published media, the distribution of the advertisers' sales messages, as governed by the selection of media, can of itself decide the success or failure of the advertising investment. That is why integrity of circulation is the first consideration with experienced space buyers.

The emblem shown above stands for the FACTS that make it possible for advertisers to select the right media and to know what they get for their money when they invest in publication advertising. It is the emblem of membership in the Audit Bureau of Circulations, a cooperative and nonprofit association of 3300 advertisers, agencies and publishers.

Working together, these buyers and sellers of advertising have established standards for circulation

values and a definition for paid circulation, just as there are standards of weight and measure for purchasing agents to use in selecting merchandise and equipment. In other words, A.B.C. is a bureau of standards for the advertising and publishing industry.

A.B.C. maintains a staff of specially trained auditors who make annual audits of the circulations of the publisher members. Information thus obtained is issued in A.B.C. reports for use in buying and selling space. All advertising in printed media should be bought on the basis of facts in these reports.

This business paper is a member of the Audit Bureau of Circulations because we want our advertisers to know what they get for their money when they advertise in these pages. Our A.B.C. report gives the facts. Ask for a copy and then study it.

SOME OF THE AUDITED INFORMATION IN A.B.C. BUSINESS PAPER REPORTS

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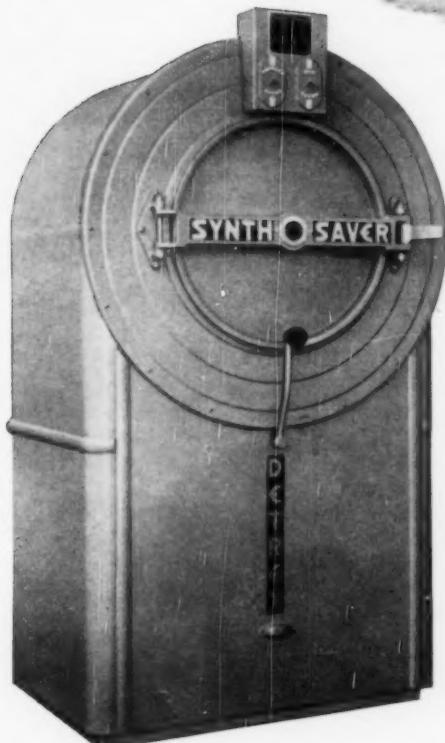
Paid subscriptions and renewals, as defined by A.B.C. standards, indicate a reader audience that has responded to a publication's editorial appeal. With the interests of readers thus identified, it becomes possible to reach specialized groups effectively with specialized advertising appeals.

- How much paid circulation.
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- Prices paid by subscribers.
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A.B.C. REPORTS — FACTS AS THE BASIC MEASURE OF ADVERTISING VALUE

Stretch Solvent



with the Detrex *Synth-O-Saver*

Right now it's more important than ever to cut solvent costs by getting the most out of every drum of perchlorethylene. Solvent recovery with the Synth-O-Saver is the answer.

With cold units not having solvent recovery, the Synth-O-Saver can cut solvent costs to a fraction. Many users report that one drum of solvent now does the work formerly requiring 3-4 drums. With hot units, too, the Synth-O-Saver will just about double capacity, decrease costs, increase solvent mileage.

Here's an opportunity to double your capacity and stretch solvent mileage to a point where it is possible to retain complete unit plant operation. A low investment for the Synth-O-Saver can make you independent of outside cleaning sources.

The Synth-O-Saver quickly returns your investment—brings additional profits the day it is installed. Write for details on our Pay-As-You-Profit plan.

DETREX CORPORATION

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The Biggest
Name in
Synthetic
Solvent Units

DETREX DRYCLEANING Process

LIKE Philadelphia and the Army-Navy Game



DEC. 2nd



STOD-SOL

and STOD-SOL "TEST Bundle SERVICE"

GO TOGETHER

A classic example of smooth-functioning gridiron skill---that's the Army-Navy game. And a classic example of teamwork for profits is Stod-Sol, the nation's leading drycleaning solvent, and Stod-Sol "Test Bundle Service." Drycleaners who depend on this great product-service combination enjoy smooth-functioning plant production..and customer-winning quality marks their work. Ask your nearest Stod-Sol distributor for details.



ANDERSON-PRICHARD OIL CORPORATION



OKLAHOMA CITY, OKLA.

NEWS NOTES

in the trade



Hoffman Council Formed

THE "Council of Eight," a new advisory group, has been established by U. S. Hoffman Machinery Corporation, New York, N. Y. The council is made up of eight selected sales leaders from each of the company's three geographical districts and will be changed annually.

Frequent round-table discussions between the council, representing the sales force, and company executives are planned as a check on customers' problems and needs, both locally and nationally, and as a guide to over-all sales, manufacturing, credit and service policies.



HOFFMAN COUNCIL OF EIGHT holds first two-day meeting in New York as luncheon guests of Albert C. Bruce, president. Left to right: Joseph Friedman, vice president; John Weingarten, Philadelphia; Paul Harbor, St. Louis; Harold Rosenblatt, New York; Sam Shanker, Detroit; George Brendel, Eastern district manager; Albert C. Bruce, president; Paddy Griffin, Western district manager; Joe Filpold, Central district manager; Bart Langdon, Houston; Jack Juncker, New Orleans; Marvin Green, general sales manager; "Chuck" Cowell, Denver. Also in council but absent for picture was Finn Jones of Baltimore.

At Pennsalt Centennial Luncheon



OVER 500 industrial and business leaders attended centennial luncheon September 27 at Pennsalt's Whitemarsh Research Laboratories and toured facilities. Among guests, left to right: R. R. Jackson, managing director LCATA; Arthur Christopher, Nelson Laundries, Vancouver; E. C. Cheston of Biarroll, Spahr, Andrews & Ingersoll; J. Stanley Hall, manager Pennsalt's Laundry and Drycleaning Department and LCATA president; W. B. Kamins and I. A. Shulimson, Kleigman Bros.; F. M. Rivinus of Smith, Kline & French; S. E. Moore, president Carman & Co.; Fred McBrien, president All; Joseph Kleigman, president Kleigman Bros.

New Alrose Catalog

A NEW catalog describing the chemical properties and applications of its surface active agents and organic chemical specialties has been issued by Alrose Chemical Company, Box 1294, Providence 1, R. I. Among the new products listed are the Alrolenes, detergents for use in petroleum and chlorinated solvents, Alrosept MBC-50, a germicide, and others.

Rise in Dyeing Costs Seen

AN increase in the costs of dyestuff of 12½ cents a pound, the fifth rise of major proportions in the past two years, will inevitably lead to an increase in wholesale dyeing prices, according to Stanley Simon, president of the Garment Dyers Guild of America.

Since dyestuff, the major raw material used in dyeing, represents a very large percent-

age of the total cost in garment dyeing operations, Mr. Simon stated, the dyer who wants to maintain quality must get a larger return for his work or go out of business.

Mr. Simon further stated that the retail drycleaner must be realistic in pricing dye work. The proper ratio, he said, should be a selling price of three times the wholesale cost of semi-finished dyework.

Orders Filled Despite Fire

A RECENT fire destroyed the warehouse stock and shipping department of the Newhouse Company at 2511 E. Colorado Blvd., Glendale, Cal., but only partially damaged the building. Within 24 hours, Newhouse reports, new stocks were on hand and practically all orders were being filled.

Since the manufacturing facilities were not damaged by the fire, production was immediately stepped up and in less than a week orders were again going out as received. According to E. J. Newhouse, all facilities are again functioning normally.

Butler Southeastern Plant

BUTLER MANUFACTURING COMPANY, Kansas City, Mo., has announced the purchase of a steel fabricating plant at Birmingham, Ala., from W. L. Coston & Sons, which built it in 1948. In addition to the factory building and annexes, totaling 46,000 square feet of floor space, the purchase included equipment and the 40-acre site. Acting manager of the Birmingham Division will be Floyd T. Read, formerly with Butler at Kansas City.

According to Oscar D. Nelson, president and general manager of Butler, the acquisition of the plant fulfills a desire to establish manufacturing facilities in the Southeast. Glen C. Speakman, vice president and general sales manager, stated that Butler is enthusiastic about the favorable prospects for the continued economic growth of the Southeastern section.

New M-K-O Address

MEARS - KANE - OFELEDT, Inc., long-established manufacturer of automatic gas-fired steam boilers, has announced its removal from 1903-1915 E. Hagert St., Philadelphia, Pa., to its modern, newly completed factory and offices at Church Rd., East of Crooked Lane, Upper Marion Township, Montgomery County, Pa.

L. B. Smith Buys Robot

THE commercial laundry machinery field has been entered by L. B. Smith, Inc., Camp Hill, Pa., which has just purchased outright the Robot Self-Contained Fully Automatic Washer. Additional washroom and allied equipment will be included in a proposed complete line of laundry machinery.

The Robot Laundry Machinery Corporation of California originally designed the Robot Fully Automatic Washer in 1939. The new owners have set up a sales and service organization to be known as Robot Laundry Machinery Sales, Division of The Wolf Company, with general offices in Chambersburg, Pa. The Wolf Company, in addition to many other industrial enterprises, is wholly owned by L. B. Smith, Inc.



E. R. LEIS

Marketing policy will be through distributors with sales and service offices located in principal cities, excepting a few

"Go YellowGo— to make your dye stains Go."



Sheer dependability and better results . . . that's what you can expect from YellowGo, the stripper everyone prefers. Why? There are many reasons. Several are: it removes yellow, red, green, and purple dye stains. Removes one dye from another. Also red clay, match, metal, and some ink stains.

YellowGo is especially ideal for the "impossible" dye fades, causing no harm to tensile strength under normal use. Yes, you'll see how this Wilson product steps up your stain removal and how it leads to customer satisfaction.

Get the facts on YellowGo right now. Ask your favorite dealer. You'll be glad you did.

A. L. WILSON CHEMICAL CO.

38 PASSAIC AVE.,

KEARNY, N. J.

direct sales and service offices.

J. W. Shields, vice president and general manager, has just announced the appointment of E. R. Leis as marketing manager. Mr. Leis, director of sales for Robot Laundry Machinery Corporation since December, 1940, and previously for 16 years with another well-known laundry machinery firm, is well known in the industry.

Bulletin on Air Relief Traps

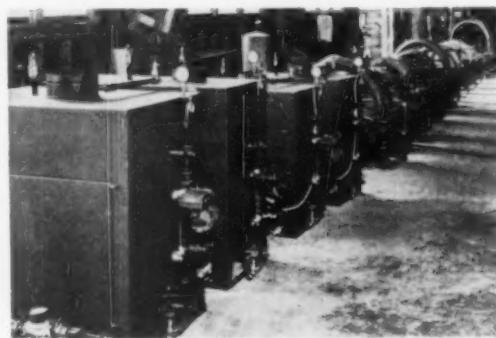
BALL-FLOAT traps for venting air from any liquid under pressure are described in a two-page bulletin recently issued by Armstrong Machine Works, Three Rivers, Mich. Typical applications for the traps are described as venting air from: hot-water heating systems; water service lines; water storage tanks; centrifugal pumps; gasoline lines; drycleaning solvent filters. Included are hookup diagrams, cross-sectional drawings of the traps and physical data and list prices of cast semi-steel and forged steel traps, both direct-lever action and spring-loaded snap-action types.

Copies of the bulletin, No. 206, are available upon request to the manufacturer.

Parker Adds to Facilities

TO meet a large increase in business Sid E. Parker Boiler Mfg. Co., Los Angeles, Cal., has installed a great deal of the latest type automatic and semi-automatic machinery and has also enlarged its plant by more than 20 percent. According to Sid Danenhauer, general manager of the firm, the first eight months of 1950 were 15 percent above last year and its business expanded greatly after the introduction this year of the "Model 50" boiler.

The Parker company recently installed one of the few fully automatic pipe-blending machines on the West Coast. Tubes for the heating element of Parker boilers meet higher standards than those required by the ASME power boiler code, Mr. Danenhauer stated. He also cited new radial drill press equipment at the Parker plant, milling machine facilities, heavy-duty threading machinery and new paint sprayers for applying long-life wrinkle finish.



STREAMLINED PRODUCTION METHODS make Parker industrial boilers

To meet the trend in industrial boilers toward more compact units, the Sid E. Parker Boiler Mfg. Co. produces gas-fired and oil-fired boilers in small sizes from 1½ to 60 hp. All construction is in accordance with ASME Code standards. The U-drums are now bent on special dyes and all welding is done in Parker's fully equipped shop.

According to Mr. Danenhauer, the Parker firm has anticipated and prepared for the expectation that small industrial plants will bear a greater portion of the defense effort in addition to meeting increased civilian needs.

New Mothproof Compound

THE Davison Chemical Corporation, Baltimore 3, Md., has introduced a new mothproofing compound, known as "Dapex." The product is a fluoride-bearing preparation compatible with petroleum drycleaning solvents, the company reports. It is said to be colorless, odorless and nontoxic.

Among the advantages claimed for Dapex are that when added to the wheel in the recommended manner it is quickly absorbed with uniform

distribution, and that it is covered by a six-month insured guarantee. The company states that Dapex passes NICD specifications for Type II moth-proofing products.

Elgin Names Distributor

THE Thermal Industrial Engineering Company, 1932 Cherry St., Denver, Colo., headed by Frank T. Settle, has been appointed sales representative for Elgin Softener Corporation, Elgin, Ill. With branch offices in Billings, Mont.; Salt Lake City, Utah; Phoenix, Ariz., and Albuquerque, N. M., the Thermal organization will handle the complete line of Elgin zeolite water softeners, water conditioning equipment and water treating chemicals in Colorado, Utah, Wyoming, Montana, Idaho, Arizona and New Mexico.

New Mercury Still

A NEW high-capacity still has been added to its line of drycleaning equipment by Mercury Cleaning Systems, Inc., 549 W. Washington Blvd., Chicago, Ill., it has been announced by Norbert Hackett, president of the firm.

The announcement points out that the still requires just 25 by 29 inches of floor space yet has a distilling capacity of 40 to 50 gallons per hour, ample for either single or multiple Mercury installations. This capacity is obtained with a

The still is available for immediate delivery as optional U. L. listed equipment with the Mercury drycleaning unit and is said to be adaptable to any type of petroleum system.



minimum consumption of steam and water through the use of a high vacuum which results in faster solvent distillation, according to Mercury.

New Harvester Plant

INTERNATIONAL Harvester Company has announced beginning of construction on a new building which will house a service parts depot and a machine transfer in Broadview, a suburb of Chicago. According to Mercer Lee, vice president in charge of supply and inventory, the combined facilities will be the company's largest product distribution center and one of the largest in the United States.

The one-story building will be constructed at an estimated cost of \$5,000,000 on Harvester's 70-acre tract between 13th and 17th Avenues, along the right-of-way of the Illinois Central railroad in Broadview. It will contain more than 1,100,000 square feet, or approximately 26 acres, under one roof.

The parts depot, the ninth of Harvester's network of twelve to be installed throughout the United States, will serve as a wholesale parts distribution

center for company-owned district sales offices and branches and retail dealers located in Illinois, Indiana, western Michigan, southern Wisconsin, eastern Iowa and northern Kentucky. In addition, the majority of the company's export shipments of service parts will be made from the Broadview depot. The machine transfer will distribute International Harvester's motor trucks, farm tractors and farm implements, industrial power equipment, refrigeration and twine to a somewhat larger area but will not make any shipments abroad.

Kohnstamm Honors Allen

A TESTIMONIAL dinner was given on September 14 to Charles D. Allen, vice president and manager of the H. Kohnstamm & Company Brooklyn factory, to celebrate his 50th anniversary as a member of the organization. The dinner was attended by personnel from the Brooklyn factory, many of whom had worked with Mr. Allen for 30 or more years.

Louis S. Woolf, president of H. Kohnstamm & Company, presented Mr. Allen with a 50-year diamond-studded gold serv-

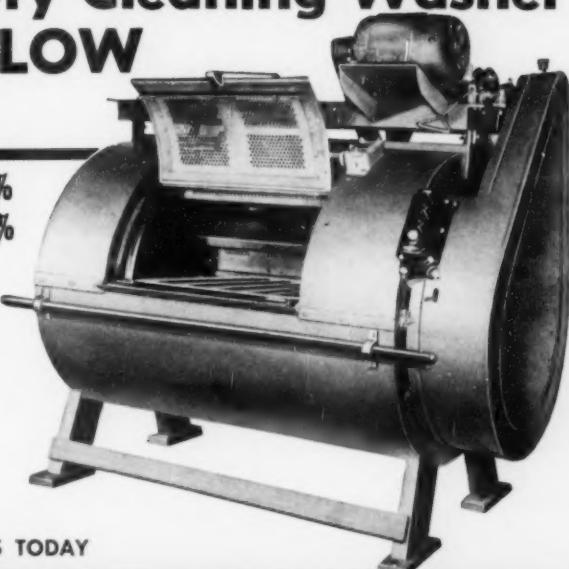
New ZEPHYR Dry Cleaning Washer PRICES CUT BELOW 1939 LEVELS

Cuts Washing Time Up to 30% Reduces Spotting Up to 50%

Here's the greatest bargain in the industry today! This NEWEST MODEL Dry Cleaning Washer . . . with every modern improvement for higher speeds, greater output and reduced cleaning and spotting-time costs . . . YET PRICED WAY DOWN BELOW 1939 LEVELS! Immediate deliveries on all sizes from 30" to 54", 30" to 72" diameter.

EXCLUSIVE FEATURES

All steel cylinder . . . all steel shell . . . self-aligning roller bearings . . . double doors with unloading shelves . . . pivoted drive . . . noiseless . . . safe.



WRITE, WIRE OR PHONE FOR DETAILS TODAY

ZEPHYR LAUNDRY MACHINERY CO.

LA SALLE AND HURON STREETS • CHICAGO 10, ILLINOIS

for beauty and perfection in
FUR CLEANING

nothing can compare with
 the simple, low-cost

Lusterway
 PROCESS

You can actually SEE the difference when a fur coat is cleaned by the Lusterway® Process. It glows with newlike sheen. It's CLEAN clear through—pelt deeply re-oiled so it holds up better in bad weather, stays clean longer. AND, best of all, you need never even open a lining—you never have a "sawdust hangover" in coats cleaned by Lusterway®. Nothing—no NOTHING—can compare with Lusterway® for speed, economy, eye-opening fur glory and ease of application. ANYONE can be a fur cleaning expert in a matter of minutes with the Lusterway® Process, a satisfying profit-maker for you.

TODAY—

write, wire, phone
 or ask your jobber

* Reg. U. S. Pat. Off.



A minimum order of \$44
 starts you on the road
 to professional, expert
 fur finishing.

ROOT & CO.
 11 IONIA AVE., SW
 GRAND RAPIDS 2, MICH.

ice button along with gifts from the company and fellow workers. Service buttons were also awarded to 123 of Mr. Allen's Brooklyn factory associates who had completed five or more years of service with the company.

Mr. Allen was the third member of H. Kohnstamm & Company to receive the 50-year button award within the past year. The other two were Hugo Pulver, vice president, and William A. Schnakenberg, sales manager.

New Drew Representative

THE Chemical Specialties Division of E. F. Drew & Co., Inc., New York, N. Y., has announced the appointment of Leon Benjamin as West Coast representative. Mr. Benjamin is well known to the dry-cleaning trade on the West Coast.

Mr. Benjamin will handle the entire line of Drew dry-cleaning products including Drisyn and Wetsyn. His office is at 785 17th Ave., San Francisco, Cal. He is now in the process of appointing Drew distributors in California, Oregon and Washington.



ROBERT A. MEHL



J. O. HOLLINGSWORTH

U. S. Hoffman Appointments

THE U. S. Hoffman Machinery Corporation, New York, has announced the appointment of Robert A. Mehl as sales representative in the San Joaquin Valley area of central California, with headquarters at Fresno. Mr. Mehl joined the Hoffman organization in the parts department of the San Francisco office after four years of service with the Marines. He has had Hoffman factory training and field experience in the San Francisco

area and northern California. The company has also announced the appointment of J. O. Hollingsworth as sales representative for Alabama and western Florida. He will have his headquarters at Birmingham, Ala., and replaces George V. Brendel, recently promoted to Eastern district manager. Mr. Hollingsworth joined Hoffman after three and a half years of service with the Navy, and has had four years of training with the company.

New Booklet on Zeolite

COCHRANE CORPORATION, 17th and Allegheny Ave., Philadelphia, Pa., has just issued a bulletin, Publication #4505, on the Cochrane Junior Industrial Zeolite Softener. This



illustrates and describes a water-softening apparatus for small boiler and industrial plants, laundries, hospitals, etc., where relatively small quantities of softened water (less than 100 gallons per minute) are required.

Two groups of sizes are offered, each group available in a single or double unit with greensand, synthetic gel and resinous type zeolite material according to the requirements of the water supplies. Drawings, dimensions and capacities are shown.

Crossland Names Sales-woman

THE appointment of Mrs. Eleanor Lawshe as state manager for Nebraska and Iowa



MRS. ELEANOR LAWSHE

has been announced by Hugh J. Crossland, president of Crossland Manufacturing Co., Inc., Toledo, Ohio. According to Mr. Crossland, the announcement of the appointment was delayed because of uncertainty as to the acceptance of a saleswoman in the cleaning industry. However, he says, Mrs. Lawshe has proved such a successful sales

representative as to lessen the firm's concern about a possible manpower shortage.

Another American Veteran

THE twentieth employee of the American Laundry Machinery Company, Cincinnati, Ohio, to complete a half century of service is Frank S. Kane, chief inspector of the company's plant in Rochester, N. Y. At a celebration in his honor, Mr. Kane was presented with a \$100 bill by the Foreman's Association, and on behalf of the company Verner C. Kreuter, vice



president, presented him with a gold wristwatch and jeweled 50-year service pin.

New Elco Unit

L. CHRISMAN CO., INC., has announced the latest addition to its line of dry-cleaning and laundry equipment.



ment, the Elco Cleaning Unit. The self-contained unit washes, extracts, dries and provides solvent recovery. All operations are automatic but the unit can be manually operated, it is stated, and the cycle may be changed at any time.

No other equipment except a boiler is needed to operate the unit, which weighs 3,380 pounds. The main drive motor is a U. S. Varidrive Motor, delivering high and low speed automatically with change of cycle. All pumps, motors, controls and other equipment are quality standard brand products, the

announcement states. The unit has been tested under actual plant conditions.

Further information may be obtained by writing to the manufacturer, E. L. Chrisman Co., Inc., 8255 Compton Ave., Los Angeles 1, Cal.

New Design Vaneaxial Fans

PROPELLAIR Division of Robbins & Myers, Inc., Springfield 99, Ohio, has announced the addition of two new vaneaxial type, medium pressure, propeller fans to its line of commercial and industrial ventilating equipment. Designed for ductwork applications, vaneaxial fans permit series or straight-through connections for all air-moving requirements. Said to be easily installed in standard 20-inch- and 24-inch-diameter duct systems, the units are equipped with open-ventilated, ball bearing, 40° C rise, standard NEMA foot-mounted motors built by Robbins & Myers, Inc.

Propellair Vaneaxial Fans are available in two models. Type VCDD Direct-Driven units, constructed with the motor inside the airstream, are suitable for non-hazardous applications, while Type VCS Belt-

SOLVINK'S THE SPOTTING SOLUTION

TO REMOVE INK - RUST - PAINT - BLOOD

Solvink does the job better and faster with less work on your part. No waiting. Nothing to dissolve. More profit on every job. Guaranteed satisfaction every time.

½ pint of Solvink—two solutions—\$2.25

Let us prove to you that Solvink is the fastest, most economical, most efficient spotting solution on the market.

Order from your jobber on a
MONEY BACK GUARANTEE

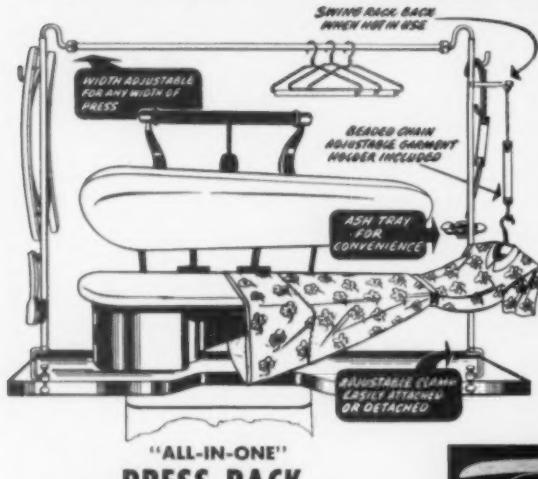
or Write Dept. 11-N for FREE SAMPLE

GREENVILLE CHEMICAL COMPANY
Manufacturers of

Greenville, South Carolina

SOLVINK - GREENZYME - TANSOL - IODAZE - SIZ-IN

4 Great Aids to Smoother Shop Work



"ALL-IN-ONE" PRESS RACK

Speeds up and makes easier the work of your presser because it keeps all tools at his fingertips—a place for everything. Includes adjustable garment holder with beaded chain

\$8.95

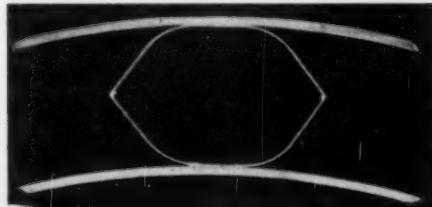
If your jobber cannot supply you, write us direct.

COUNTERACK

Avoids laying cleaned and pressed garments on the counter. Prevents wrinkling. Keeps cleaned garments from coming in contact with soiled ones. Aids accurate checking. Counter Model \$3.95 Floor Model \$4.95

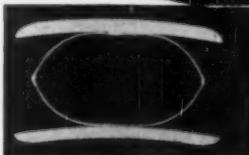


We Manufacture All Types of Sleeve Formers



SLEEVE FORMERS

No. 3-B (above) Pair \$3.50 Length 23" Expansion 11" Ideal for Coat and Dress Machines
No. 3 (left) Pair \$4.25 Length 11½" Expansion 7"



NEWHOUSE COMPANY • 1125 E. COLORADO • GLENDALE, CALIF.

Driven units are recommended for installations in which corrosive or inflammable fumes, dusts or vapors must be considered.

Martin Equipment News

THE establishment of an office at 257 Harrison Ave., Boston, Mass., has been announced by Martin Equipment Corporation, Buffalo, N. Y. The

New England states except Connecticut, Mr. Perdrix is well known in the industry, especially in the territory he will serve.

Peter Pasco, sales manager of Martin, has also announced the appointment of Sol Shluger, who has had wide experience in the drycleaning and machinery field, as the company's representative in Connecticut. Mr.

representative in the Detroit area, has been transferred to the Chicago office at 114 W. North Ave. He will be under the supervision of Henry Stanley. Mr. Foster is well known to the industry both as a former drycleaner and as a sales and service engineer in the dry-cleaning field.

A recent visitor to the Martin plant was the company's

Photoelectric Alarms

A SMOKE alarm system which, it is claimed, will cover distances up to 200 feet in length by 30 feet in width has been originated by Lloyd W. Steelman, a Pennsylvania turkey breeder, and perfected by Dr. Felton S. Jenkins, a research engineer of Philadelphia. Based on a photoelectric cell and sensitive amplifier, the Valley Forge Safe-Eye Smoke Alarm is said to be compact and easily installed where electric current is available. Should the power go off, an electric bell is sounded.

The inventors have also developed the Valley Forge Safe-Eye Burglar Alarm System, which uses an infra-red ray. Either alarm may be extended from the covered location to the home of the owner or any other place through use of the local telephone line.

Literature may be obtained from Valley Forge Safe-Eye Alarm Service, Valley Forge Highway, Lansdale, R. R. 1, Pa.



RALPH PERDRIX



SOL SHLUGER



AL FOSTER

office will be in charge of Ralph Perdrix, who has been appointed representative for the

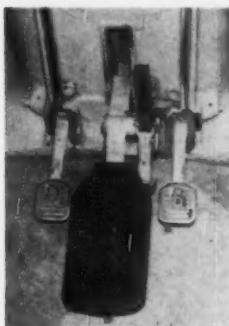
Shluger will make his headquarters in Hartford. Al Foster, previously Martin

representative for Lebanon and Syria, Aziz Abdul Karim of Beirut, Lebanon.

New Press Pedal Pad

A NEW rubber press pedal pad has been introduced to the drycleaning industry by

Gene Sparks of the Sparks Pad Company, Dallas, Tex. Made like the rubber pad which fits over brake and transmission



RUBBER used on new press pedal pad

pedals on automobiles, this pad slips over the press pedal so the presser's foot cannot slip, therefore preventing wear by a sharp ragged edge on the right side of the presser's foot. With Sparks Pad on the pedal, damage to the presser's trousers and leg is said to be eliminated.

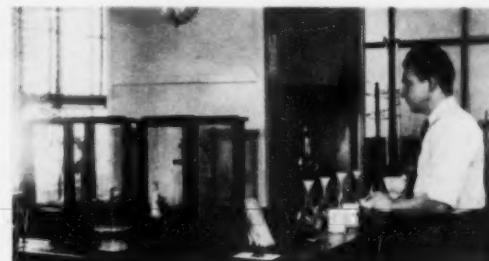
Designed to reduce operator fatigue, Sparks Pads are made for almost any press.

American Metallurgical Laboratory

THE American Laundry Machinery Co. maintains a metallurgical laboratory at its Rochester, N. Y., foundry, which plays an important role in scientifically controlling the quality of metals used to manufacture the company's drycleaning and laundry machines. This modern laboratory is staffed by highly trained technicians and equipped with the most up-to-date testing machines, instruments and other apparatus for

research and quality-control.

One of the principal functions of American's metallurgical laboratory is that of exercising the strict control necessary during every step in the manufacture of the Mechanite metal which the company uses extensively in its products. According to American, because of this constant control Mechanite castings are consistently free from common casting defects and possess a uniformity of



MAKING CHEMICAL ANALYSIS of metal in metallurgical laboratory of American's Rochester, New York, foundry

analyzing the chemistry of metals. A staff of metallurgists and engineers is constantly engaged

strength and durability that is of unusual advantage in both design and engineering.

Book on Fabric Damage

A NEW booklet, "Why Fabrics Go Bad," has just been issued by H. Kohnstamm & Company, Inc., 83 Park Place, New York 17, N. Y. Based on the hundreds of specimens of damaged fabrics sent each year to the Kohnstamm Laboratories by laundry and drycleaning operators, the booklet contains photographs of a number of examples of damage usually attributed to the laundry but for which it is not responsible. According to Kohnstamm's experience, much of the material sent in for examination indicates that the damage was the result of conditions over which the laundry or dry operator had little or no control.

Designed to help in the adjustment of claims and development of goodwill, the booklet will be sent on request to Kohnstamm by any laundry or drycleaning operator.

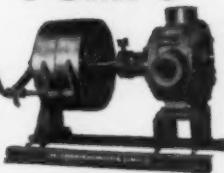
New Keever Division

ROBERT BLACK has been named assistant manager of the newly created Wheat Products Sales Division of The Keever Starch Co., Columbus, Ohio, according to an announce-



Next time...be sure you get

Invader
PUMPS



HERE'S THE REASON

why INVADER Pumps cut your costs. The rounded tooth design is an improved type of construction applied to an old and proven principle... a gear-within-a-gear rotary pump. Positive seal and rolling contact make the difference!

Having pump trouble? You'll change your frown to a happy smile if you specify INVADER for your next pump replacement. INVADER Pumps are engineered to perform better... longer. They "stand up" under the rugged conditions in a drycleaning plant. Will fit your equipment with no expensive changes in piping or mounting.

Ask Your Supply House, or Write for Full Information and Prices

The SCHIRMER-DORNBIRER PUMP CO.

1719 EAST 39TH STREET

CLEVELAND 14, OHIO

Here's a Proven Way to Reduce Operating Costs

Unit Trapping with Armstrong Steam Traps

- Provides Faster Output
- Eliminates Throwbacks
- Saves Labor, Fuel

"150% increase in speed of bedspread ironing"
— Mayo Hotel Laundry, Tulsa, Okla.

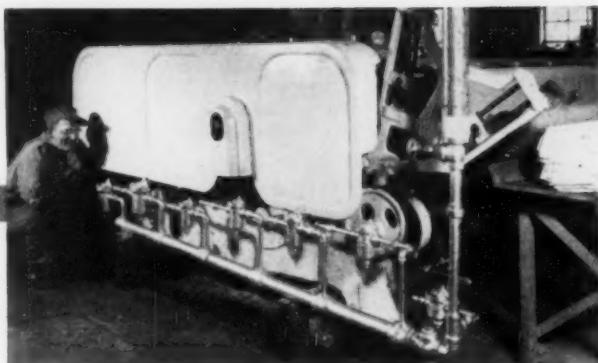
"27% fuel savings"—Mount Washington Hotel, Bretton Woods, N. H.
"800 per year saved"—Norwalk General Hospital, Norwalk, Conn.

...These are everyday reports on Armstrong Steam Trap installations — reports that show how hotter machines, faster heat-up and more output per labor hour result from trapping each piece of steam equipment with Armstrongs — top performance that means real ability to handle peak loads easily.

These are benefits that mean more and better work at LOWER COST. Your nearby Armstrong Representative or jobber will be glad to quote on the traps you need now.



ARMSTRONG STEAM TRAPS
850 Maple Street • Three Rivers, Michigan



**SEND FOR
THIS
BULLETIN**



How Armstrong Unit Trapping works is fully explained in Bulletin 193. Sizes and prices, best installation practices, selecting correct sizes and other helpful data showing how to cut costs and improve steam equipment efficiency are included here.

ment by James F. Kurtz, vice Mechanics Institute. Mr. Black president. The manager of the will spend most of his time in enlarged division is John O. in the field working directly with Keever sales-service men and distributors.



ROBERT BLACK

New Warco Representative

THE appointment of Sydney T. S. Yellin as service representative in the Southern and Southeastern states has been announced by Warco Laboratories, Los Angeles, Cal. Mr. Yellin was born and educated in Montreal, Canada, and is now a United States citizen.



SYDNEY S. YELLIN

Hiltman, who previously was head of the Laundry Sales Division and the By Products Division. The two groups are now combined.

Mr. Hiltman has been associated with Keever in various sales positions for 24 years. Mr. Black, who has been with the company for four years, was previously a laundry manager, starch salesman and laundry jobber. He is a graduate of Ohio

Pennsalt Spotting Chart

A FOUR-PAGE "Short structure for prespotting without moisture and for spray spotting. One or more copies may be obtained by writing Pennsylvania Salt Manufacturing Co. The folder includes a speed spotting chart for removal of general stains, a chart for removal of identified stains, in-

To Identify Orlon

WITH the increasing development of Orlon fiber for apparel as well as industrial uses, it will be coming into the cleaning plant in increasing frequency. One way to identify Orlon is the fact that it is not affected by either acetone or 88 percent formic acid. Nylon dissolves in 88 percent formic acid and acetate fibers dissolve in acetone.

Orlon is said to be unaffected by drycleaning solvents and common spotting agents. # #

Metal-Coated Fabrics

ONE of the claims made for fabrics metal-treated on one side by a new process is that they can be drycleaned or washed as easily as the same fabric untreated. The treatment, known as "Miliun," is said to give remarkable results in retaining warmth while adding little to the weight of the garment.

The process was worked out by scientist James H. Rand III and developed by Deering, Milliken & Co. It is said that natural and synthetic fibers can be treated, but so far the process has been applied only to rayon lining materials. # #

INSERTS SELL "REGULARS"

ONE of the most successful drycleaning advertisers in the South once reported:

"The reason why our volume is so high is because we capitalize on the customer's buying habits. By that, I mean the habit of coming to our plant. We concentrate about 90 percent of the advertising budget in selling to the regulars who already know and like our service. Every advertising dollar we spend for this kind of direct selling pulls a terrific volume of business."

That cleaning merchandiser has applied a familiar method of direct-mail advertising to his business with startling success. What was his system?

"Simplest thing in the world," he says. "We simply hit every regular customer with a statement or package insert or some kind of selling idea every time we sent him an invoice for work done or made a delivery. The advertising paid off in full measure because of two factors: First, every person who received one of our selling messages was a real prospect who already had the habit of buying from us. Second, he was in what I might call a buying mood when he received the sales message because it went out with a bill for work done or with the actual work."

Statement-stuffer advertising is an old familiar way of selling, with results—as reported by successful users—unusually high.

What are the ways by which the average drycleaner can use statement stuffers to advantage? Do they need to be expensive printed folders and circulars? Or can they be simple and inexpensive, and at the same time

pull in the dollars? Most important, what are the chances of readers actually going through statement stuffers? Does the average guy simply pitch the printed matter that accompanies his bill into a wastebasket? Do people really *read* them?

Taking the last question first, the experience of many advertising-wise drycleaners who have used statement and package stuffers proves that they are read. In addition, a series of tests conducted by one advertising firm has proved that even large institutional accounts read and sometimes act upon the selling suggestions sent them with invoices and deliveries. With smaller companies, every executive admitted that he read and often acted upon the advertising he received in the envelope with invoices.

A Southern cleaner once made a somewhat similar survey among his own customers. To find out how well his statement and package enclosures were read and how much action they stirred up, he made a special offer in one week's enclosure. The offer was made only to the regular customers and only in this manner. Instructions were issued to the routemen that the offer was not to be pushed by word-of-mouth selling.

The results were astonishing. Out of slightly more than 1,000 names, over 200 ordered—within a week after mailing of the enclosure. A 20 percent response to any advertisement, even one listing a specially priced leader, is highly unusual.

Statement-stuffer advertisements take many forms. They may be elaborate folders, circulars or broadsides,

EFFICIENT WET CLEANING

IN HARD
WATER



OR SOFT
WATER



One of the "extras" you'll find in Orvus Extra Granules is its performance in water of any hardness.

Orvus Extra removes lime soaps from fabrics and washwheels. In the wet cleaning wheel or on the scrub table, it removes soil and stains from garments with exceptional speed and thoroughness. Orvus-washed fabrics are left with the natural "handle" that pleases customers.

Orvus Extra treats woolens, delicate fabrics and colors as safely as the finest neutral soap. It's full of "extras", as you'll quickly discover when you try it.

Procter & Gamble
CINCINNATI, OHIO

THE COMPLETE, MULTI-PURPOSE
SYNTHETIC DETERGENT . . .

ORVUS EXTRA Granules!

KIDDYKOLOR

KIDDYKOLOR
POSTER



GARMENT
BAGS

NAME AND ADDRESS
...Great Business Stimulant"
SAYS MILTON ROSENBERG
Calumet Supreme Cleaners, Inc., Chicago

"We find KIDDYKOLOR bags to be a great business stimulant. At long last we have something to reach the customer through the child. Our drivers tell us that they are now greeted at the door by the children to see what kind of bags are covering the cleaning orders. KIDDYKOLOR bags are now completely covering the walls of children's rooms and are hanging in the classrooms of many schools."

"Obtaining New Customers" SAYS J. T. REED
Yerbury-Dana Company, Inc., Rock Island, Illinois

"Our customers are very much pleased with KIDDYKOLOR garment bags. We also find that families without children who receive these bags often pass them on to those who do have children. This, of course, carried our name to many more people...possibly new customers. We feel that KIDDYKOLOR bags definitely help increase our business by obtaining new customers."



CHILDREN BEG FOR THEM

Now being used with amazing success by alert cleaners all over the country, KIDDYKOLOR bags can boost your sales, too! Every bag is like a page from a giant color book. Children beg for them...and mothers respond with more cleaning orders. Cash in on the powerful advertising and sales value that KIDDYKOLOR bags offer. New illustrations printed regularly. Free newspaper ad mats and handbills for tie-in promotion. Write, wire or 'phone for samples and prices.

KENNEDY CAR LINER & BAG CO., INC.
SHELBYVILLE, INDIANA

printed in two or more colors. They may be letters inviting action on some offer. They may be cards plugging the week's special. Sometimes statement advertising takes the form of an imprinted "hand-written" note on the statement, calling attention to some service the firm wishes to push.

Whatever form the statement stuffer takes, it usually brings results because it is directed to a prospect who likes the company, the service and the personnel—or else he would not be a regular customer in the first place. In other words, he is already inclined to buy from you. He needs only a light push. Furthermore, he is in a receptive frame of mind when he receives the bill or the package. Given the willingness to buy, the need, and the acceptance of the advertiser as a good firm, you have an ideal setup. And that is the setup in which the stuffer operates.

What should be pushed in statement and package stuffer advertising? The answer to that is anything you'd push in newspaper, display, radio or any form of direct-mail advertising.

In using inserts, you put your best foot forward, in your best way, to reach your best customer. # #

Circulation of Water in Steam Boilers

IN some of the tubes of water tube boilers the circulation is "downward" even though the temperature of the water in the tube may be higher at the "top" than it is at the bottom. According to the law of physics the natural circulation is upward, because the weight of the water is the factor that determines the direction of circulation. Hot water has a tendency to move upward through the cooler water which is heavier. Cold water has a tendency to move downward if the water below is warmer and therefore lighter in weight.

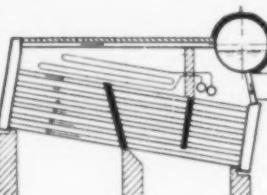


FIG. 1

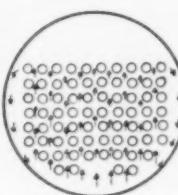


FIG. 2

Fig. 1 shows a common design of horizontal water tube boiler. Arrows in the tubes indicate the usual direction of circulation, the length of the arrow indicating the intensity of circulation, or velocity. It will be noted that in the third tube from the top the velocity is just about zero, being only slightly upward. The reason for this is that the lower three rows of tubes generate nearly all of the steam. The upper rows are not heated as hot, consequently there is less difference in temperature and the flow in the upper tubes has a tendency to equalize the more rapid flow in the lower and hotter tubes. There *must* be circulation at all times, otherwise "dry spots" will occur, and dry spots are dangerous in an intensely hot boiler furnace.

Fig. 2 indicates the circulation in a fire tube boiler. It is claimed by some engineers that circulation in fire tube boilers is "haphazard," but according to Fig. 2 it is not haphazard. Doesn't it seem quite logical that the circulation would be precisely as indicated—upward through the water surrounding the tubes in the central portion of the boiler and downward at the sides close to the boiler shell where the heat is less intense?

An interesting point in connection with Fig. 2 is the "sum" of the lengths of the arrows. If the arrow length indicates the velocity of the water at the given point the total of all arrows pointing upward, minus the amount of water generated into steam and carried away from the steam space, would give us as a result the sum of all the arrows moving downward. The same would be true, also, of Fig. 1.

Of course, the point at which boiler feed water is admitted must be given consideration. Immediately upon being pumped into a boiler the feedwater begins circulating. Written as a formula we have this:

$$D + S = U$$

where

D = pounds of water moving downward per hour;
S = pounds of water generated into steam per hour;
U = pounds of water moving upward per hour. # #

Winter Driving Hazards

A BULLETIN on the special hazards of winter driving has been issued by the Bureau of Highway Safety of the National Council of Private Motor Truck Owners, Inc. The bulletin offers the following 10 safety hints:

1. Don't drive if you drink—and vice versa.
2. Check and apply brakes properly. Reduce speed on wet, snowy or icy road surfaces so a safe stop can be made in an emergency. A light, intermittent brake application, rather than sudden jamming, is better for stopping on icy roads.
3. Adjust speed to driving conditions. Beware of curves and side-slip on high-crowned roadways.
4. Follow other vehicles at safe and greater than usual distance.
5. Use tire chains for better traction on snow and ice.
6. Keep windshield and windows clear of snow and ice outside, of fog and frost inside. Oily road film on windshields may be removed by wiping the glass with a vinegar-moistened cloth, followed by a clear water rinse or wiping with a clean dry cloth. Small bottles of vinegar and clean cloths can be carried in glove compartments or utility pockets.
7. Beware of carbon-monoxide poisoning. Check the exhaust system, floor boards and heaters frequently. Keep fresh air in the cab; never warm up a motor in a closed garage.
8. Don't take unnecessary chances—drive "defensively" and yield the right of way.
9. Schedule driving, whenever possible, to avoid heaviest traffic hours and highly congested areas.
10. See that every vehicle is in A-1 mechanical condition before operation. # #

Framed Billboard



FLUORESCENT COLORS which stand out in daylight as well as at night are used in billboard mounted in 12-inch-frame.

For November, 1950

When writing to advertisers please mention The NATIONAL CLEANER & DYER

\$ \$ \$ \$ \$

STOP

FUEL WASTE
DUST AND DIRT
HIGH MAINTENANCE
COST

with

AMESTEAM GENERATOR



- CLEAN
- EFFICIENT
- FULLY AUTOMATIC

10 to 500 Horsepower
15 to 200 lbs. Steam Pressure

AMESTEAM Generator Units come complete, ready to install. For oil, gas or oil-gas combinations. Thousands in use for heating, power and processing.

Write for latest bulletin

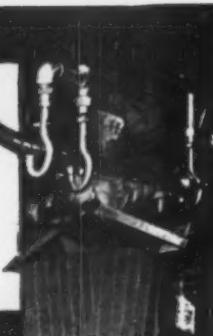
AMES IRON WORKS

BOX 111 OSWEGO, N. Y.

Builders of Better Boilers since 1848
Manufactured under
License in Canada by VOLCANO, Ltd., Montreal, P. Q.

**DAHLBERG'S
NEW POWER
DRIVEN REVOLVING
GARMENT CONVEYOR**

Carries garments smoothly throughout the plant . . . around curves . . . up stairs or down. Easy to install. Assures cleaning plants greater efficiency . . . capacity and profits.



**Also
DAHLBERG'S SLICK
RAIL FITTINGS**

Easy to install! No welding necessary! They form perfect flush joints. Hooks which are easily installed from ceiling or walls. With the use of our switches, gates, breaks, drop-offs, examiners, and common $\frac{3}{4}$ -inch pipe, you can have a very efficient, satisfactory slick rail system.

Construct it yourself! No need to shut down plant. No costly installation.

Patents applied for.

DAHLBERG MACHINERY CO.

818 East Superior St., Duluth 2, Minn.

**more drycleaners
Advertise in the
NATIONAL
CLEANER
and DYER**

Than in all other publications **COMBINED**

**More than twice as many as in the
second paper**

Drycleaners want sure, fast results when they use classified advertising to sell or buy plants or equipment, to hire new employees, to seek new job connections.

That's why they send their classified ads to the **NATIONAL MARKET PLACE** in the publication they consider No. 1 in the Dry-cleaning Industry — **The NATIONAL CLEANER & DYER**.

AJAX

**DRY CLEANING
PRESSES**

A complete line of presses with all steel construction and six exclusive mechanical features that will save you time and money.

Write for details



WESTERN LAUNDRY PRESS CO.

Salt Lake City, Utah

619 South 5th West St.

Cooperation for Safety

A BOOKLET outlining principles of safety cooperation has been issued by the Committee on Labor-Management Cooperation for Safety of the President's Conference on Industrial Safety.

The principles state, first, that safety is the legal and moral obligation of the employer, who must demonstrate continuing interest by initiation of a sound safety program with the policies, procedures and staff necessary to make it effective; must provide safe working conditions, machinery and equipment; must develop effective training programs for supervisors and employees, and must encourage employee interest and participation by making available channels through which employees may offer safety suggestions.

Second, cooperation in the safety program is the moral obligation of each employee, demonstrated by working safely at his job; by regarding the safety of fellow employees; by using his knowledge and influence to prevent accidents; by calling attention to unsafe conditions, and by contributing ideas and suggestions for the improvement of safety.

In unionized plants the welfare of the employees places upon the union a moral obligation to cooperate in accident prevention, by taking its agreed part in the plant's safety program; by using its influence in encouraging its members to work safely, and by promoting accident prevention through its publications, meetings and educational programs.

The Committee on Labor-Management Cooperation for Safety is headed by Chairman Harold C. Zulauf, vice president of Alexander Smith & Sons Carpet Co. John Sherman, fourth vice president of the International Brotherhood of Pulp, Sulphite and Paper Mill Workers, is vice chairman, and the secretary is Milton M. Olander, director of industrial relations, Owens-Illinois Glass Co. Other members represent industry, unions, personnel executives and government officials. # #

Book Review

Stain Removal: The Technique of Spotting. By A. J. Ernest Moss. Iliffe & Sons, Ltd., London, England. 21s.8d.

This new volume on stain removal, published for the British trade magazine, *Power Laundry*, and written by the spotting lecturer at the Drycleaning Technical Training Bureau in England, is a complete treatment of the subject. In addition to a section on particular stains, their identification and removal, the book contains chapters on fibers, fabric weaves and finishes, sizes, bleaches, spotting chemicals, spotting equipment and spotting formulae. # #

WATCH MAR-MAK

For a Sensational
Announcement Soon!

MAR-MAK RUG DRY CLEANING MACHINE MANUFACTURING CO.

Danville, Illinois

PEOPLE AND PLACES

SOUTH

WEST

Mrs. Enos Elmore has installed new equipment at Duke's Cleaners, 222 W. Central, El Dorado, Kans.

Inwood Cleaners, owned by Paul H. Stewart, has moved to 7815 Inwood Rd., Dallas, Tex.

Wardrobe Cleaners, 115 E. Sixth St., Pawhuska, Okla., has installed a new cleaning system, it was announced by co-owner Cecil Brown.

The name of Prosperity Cleaners, 912 Cole St., San Francisco, Cal., has been filed by Rueall Colyer.

Superior Cleaners, 931 Ninth Ave., Greeley, Colo., has been sold by Marlu and Dan Peterson to W. C. Smith and D. J. Richards.

A-To-Z Cleaners has been established by S. L. Lawrence and Mrs. W. M. Weesner at 500 E. Iron, Salina, Kans.

A week-long open house was held by Mr. and Mrs. Theron Guffey to celebrate the 21st anniversary of Zenith Cleaners, 1188 S. Second St., Abilene, Tex. Mr. Guffey is past president of the Texas Dry Cleaners Institute.

El Monte (Cal.) Cleaners has been opened in the Zuckerman Bldg. by Mr. and Mrs. Herald Gist.

Talihina (Okla.) Cleaners was recently shut down for construction of an addition and installation of new equipment. The business is owned by Mac Allen.

Zuber Cleaners, 21 E. Sixth, Emporia, Kans., has been sold by Boyd Zuber to Mr. and Mrs. Don Baltz. Mr. Baltz is an NCID graduate.

Little Joe's Dry Cleaners, Teague, Tex., has been leased by Buddie and Emmett Satterwhite.

A drycleaning business has been opened by Frank Smidt at 1106 Cache Rd., Lawton, Okla.

James F. Mandella, owner of Top Hat Cleaners, 1426 Harrison Ave., Fresno, Cal., has been recalled to duty with the Marines. During his absence his father, Frank Mandella, will operate the business.

Wardrobe Cleaners, Idaho Springs, Colo., has been sold by Mr. and Mrs. Robby Robinson to Mr. and Mrs. Robert Smith.

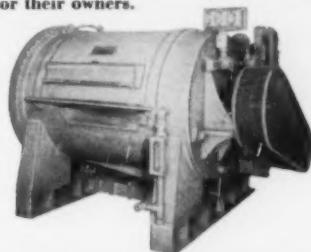
Modern Cleaners, Ness City, Kans., has been purchased by Al Haas from the Leikers.

Robert Futrell, owner of Futrell Cleaners, Forney, Tex., has installed new cleaning equipment.

Simplify and **SAVE**

UP TO 50% WITH **WA SHEX** the *PROVEN* COMBINATION **WASHER-EXTRACTOR**

Washex simplifies the cleaning process by doing the work of two machines—it both washes and extracts! Scores of Washex combination washer-extractors are now in use from coast to coast, saving time, labor and money for their owners.



SAVES LABOR

Two operations by the same machine reduces manual handling and cuts labor costs. Many owners report savings of *more than 50%*!

SAVES SOLVENT

Tests show that Washex extracts better than conventional equipment. Handling only dry garments eliminates spillage.

SAVES SPACE

Washex requires less floor space for the same productive capacity than conventional equipment. Many owners avoid new building costs by adding Washex to their present capacity or by converting entirely to Washex.

...and Saves Money!

THERE'S A WASHEX FOR EVERY SIZE PLANT

WRITE DEPT. NC FOR FREE WASHEX BOOKLET

**FABRIC LAUNDRY AND DRY CLEANING
MACHINERY CORP.**

192 Bunker Street Brooklyn 22, N. Y.

NOW CLOTH-COVERED BUTTONS MADE IN SECONDS... WITHOUT TOOLS!



Patented—Additional U. S. and Foreign Pats. Pending

PRIMS COVER BUTTONS

are rustproof and Dryclean-proof!

YOUR SELF-COVERED BUTTON TROUBLES are over. Now you can replace lost buttons in seconds . . . easily . . . perfectly . . . and without any tools.

Prims, made by the makers of the popular Sonomor line of Pins, Safety Pins and Garment Hangers, are available in Halfball and Flat (as illustrated above) as well as Combination and Decorative styles . . . each in a wide range of sizes. They are packed $\frac{1}{2}$ gross of each size to a box or the economy package of 30 assorted sizes. You can also buy Prims at Nation Counters—25¢ per card.

WRITE TODAY FOR ALL THE FACTS!

William

PRYM INC.
DAYVILLE, CONNECTICUT

Pennies Saved on Inferior Boiler Room Equipment Will Cost You Many Dollars in Lost Profits Due to Higher Fuel and Maintenance Costs and Inefficient Steam Production! Your Boiler Room Equipment Is Your Most Important Plant Investment! Why Take Chances?

YOU CAN BE SURE IF YOUR BOILER ROOM IS KISCO EQUIPPED



Kisco Boiler & Engineering Co.

2414 DE KALB STREET ST. LOUIS 4, MO.

Send your . . .

LEATHER or SUEDE

jackets • ladies' suits • coats • hats • gloves
• to be DAVOTEX Processed by . . .



1430 Harrison St.

Davenport, Iowa

Serving Dry Cleaners in 48 States

FINEST QUALITY

LOWEST PRICES

J. W. Stine has purchased property adjacent to Stine Cleaners, Union and Grand Pueblo, Colo., for building of a plant addition and further drive-in facilities.

Ed Vaughn, who was recalled to military service, has sold Palm Cleaners, Garnett, Kans., to Jerry Bronston.

Mr. and Mrs. H. B. Keel have taken over operation of Hooker (Okla.) Cleaners.

Griswold's Cleaners, 11th and C, Lawton, Okla., has opened a branch at 703 N. 17th. The firm is owned by Bill Griswold.

Dutch Cleaners, Hemet, Cal., has been sold by Harold Bowen to Mrs. Thelma Kidwell and her daughter, Mrs. Della Hume. Mr. Bowen was called into the service.

Mr. and Mrs. Bud Gauthier have remodeled the plant of Glendora (Cal.) Cleaners and installed some new equipment.

Model Cleaners has been opened by Richard Adler at 111 S. Ninth St., Humboldt, Kans.

LeRoy Dixon has purchased the interest of M. L. Epperson in the Jay (Okla.) Cleaning establishment.

Lawrence Barrett has moved Barrett's Cleaners to a new location on W. Dallas Ave., Cooper, Tex.

Some new equipment has been installed by John Ainalian, owner of National Cleaners and Dyers, 510 Whittier Blvd., Montebello, Cal.

A remodeling and expansion program has been completed by Dewey Hinkle at Main Cleaners, 802 N. Main, Altus, Okla. A new cleaning unit has been installed.

Oxford (Kans.) Cleaners has been sold by Mr. and Mrs. Glenn Holland to Mr. and Mrs. Harry Reheis.

Gayer Cleaners, 2085 Taraval St., San Francisco, Cal., has been purchased by Marjorie Anderson.

Jack Baker, owner of Jay Bee Cleaners, 16018 Sherman Way, Van Nuys, Cal., has purchased George Cleaners, 6739 Sepulveda Blvd., and renamed it Jay Cleaners No. 2.

Mr. and Mrs. Roy Beam have purchased Mulberry (Kans.) Cleaners from Harold Edwards.

Remodeling and installation of new equipment at Nestler Cleaners, 710 Commercial St., Atchison, Kans., was recently completed by owner Louis Nestler.

Dunlap Cleaners, Sweetwater, Tex., has been reopened after a shutdown for installation of new equipment.

Mr. and Mrs. Ray Purdy, owners of Tower Dry Cleaners, 1410 Whittier Blvd., Montebello, Cal., have opened their second establishment, at 811C Whittier Blvd.

Rigsby's Cleaners, Thomas, Okla., has been sold by Harold Rigsby to Irvin McDonald.

Panhandle (Tex.) Cleaners and Hatters has been sold by J. W. Ward to Ralph Pryor.

The name of Portal Cleaners, 181 W. Portal Ave., San Francisco, Cal., has been registered by Mary Jane Shearer.

Kenneth L. Mueller has announced intention to sell Acme Rug & Upholstery Cleaners, 118 Anita Rd., Burlingame, Cal.



sunbeam automatic

CLOTHES LIFT KEEPS GARMENTS AT COMFORTABLE WORKING LEVEL

- Automatically lowers and raises load into and out of basket
- Automatically adjusts to weight of load: silk, wool or mixed
- Liner fits over platform, garments can't get pinched or lost
- Fits into any aisle-basket or hamper
- Amazing production speed-up, saves hours, dollars and tempers
- Low-cost, lifetime-lasting—you'll want one for every basket in your plant.

write **CLEANERS SPECIALTIES SUPPLIES CO.**
today
6615 N. Fairfield Ave., Chicago 45, Ill.

to Milton F. and Virginia D. Dan and Ralph Reidel, owners of Quality Cleaners, Wakeeney, Kans., have purchased Keller Cleaners. The equipment will be installed at the Quality plant.

Jolly's Cleaners has been opened by Dave Jolly at Natoma, Kans.

NORTH



CENTRAL

Muller's Cleaners, Sweet Springs, Mo. has completed a remodeling program and installed some additional equipment.

A new cleaning system has been installed by Hubert Pool at Pool Clothing Co., Hopkins, Mo.

Roy Cleaners, Warsaw, Ill. has been sold by Mrs. Elgin Roy to Mr. and Mrs. Sam Symmonds.

Swift Service Stores, Inc., Cleveland, Ohio. recently opened its 51st outlet, on Warrensville Center near Cedar.

Stevens Cleaners, Canton, Mo. has moved to larger premises on Lewis St.

John J. O'Connor and Roger J. O'Connor have announced the opening of O'Connor's Cleaners

new drive-in branch at Madison St. and Wisconsin Ave., Oak Park, Ill.

An extension has been added to the plant of Fluhrer's Dry Cleaning at Warren, Ind. Proprietor Randolph Fluhrer also announced installation of some new equipment.

Mr. and Mrs. Robert J. Hanahan have opened a new cleaning plant at Osceola, Mo.

From Mite Town Cleaners, Inc., 908 E. Main St., Urbana, Ill. has been incorporated by Andrew and Anne Fedchak and John F. Tracey.

Highland Cleaners, 2209 E. State, Rockford, Ill. was opened recently by A. H. Hendron.



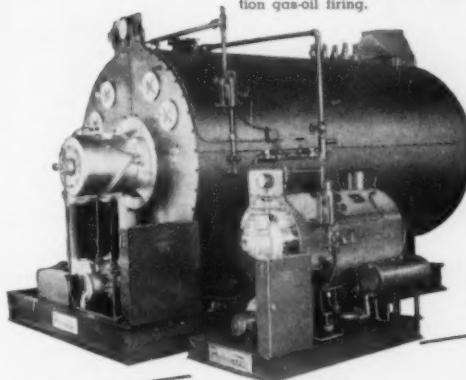
VARIETY OF MODERN MATERIALS used for interesting front of Columbia Dry Cleaners drive-in at Battle Creek, Michigan. Note name of owner, Norman Grein, at left, and date at right over display windows.

For November, 1950

When writing to advertisers please mention The NATIONAL CLEANER & DYER

**15 HP. to 500 HP.
-any size Powermaster
gives you low-cost steam!**

Available in pressures from 15 to 200 p.s.i.—15 to 500 HP.—for light oil, heavy oil, gas and combination gas-oil firing.



**Here's how it
cuts your operating costs:**

- ✓ Low fuel consumption through high efficiency
- ✓ Low-cost installation due to packaged design
- ✓ Reduced man-hours through automatic operation
- ✓ Mounted on steel base; no bricking required
- ✓ Delivered fully wired and factory-tested
- ✓ A.S.M.E. constructed; Underwriters' approved
- ✓ Prompt service by factory-trained men

Latest catalog mailed
promptly—send coupon

ORR & SEMBOWER, INC.

Established 1885

Powermaster®
STEAM GENERATORS

ORR & SEMBOWER, INC.
830 Morgantown Rd., Reading, Pa.

Please mail latest catalog showing Powermaster's cost-cutting advantages.

Name _____

Company _____

Address _____



**TIME SAVERS'
"HI-SPEED" RAIL
FITTINGS**

Cost as LOW as 77¢ per ft.

It takes so little time to erect a "HI-SPEED" Rail System using TIME SAVERS' fittings and your own $\frac{3}{4}$ " pipe . . . there is no threading, tapping, welding or machining . . . and we will help you plan a system fitted to your needs at no cost to you.

Let TIME SAVERS help you eliminate wasted mileage with a "HI-SPEED" system that conveys your garments smoothly, speedily and carefully . . . at an amazingly low cost!

• • • • •

YOURS • Write today for our fully illustrated "HI-SPEED" Manual . . . IT SHOWS YOU HOW!

TIME SAVERS
83-99 Walnut St. • Montclair, N. J.



MONEY-SAVER SUSPENSION SET: Adjustable Clamp, Rail Hook and Cradle . . . \$2.45

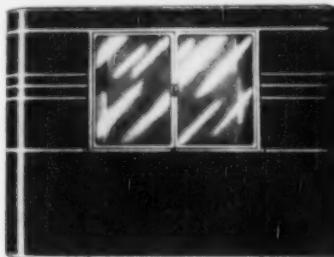
**MILNOR ALL STAINLESS STEEL
LAUNDRY WASHER**

25 & 50 POUND DRY WEIGHT CAPACITY

PELLERIN MILNOR CORP.
NEW ORLEANS, LA. U.S.A.



SYNTHETIC DRY CLEANING MACHINES



Remanufactured \$1995 Guaranteed

F.O.B. L. I. City, N. Y.

- ✓ Handles 50 lbs. per hour
- ✓ Complete with still
- ✓ Fits thru 33" door
- ✓ Uses Perchloroethylene
- ✓ Remanufactured—Guaranteed same as new machine
- ✓ Price \$1995.00 F.O.B. Long Island City, N. Y.—Terms arranged

COLUMBIA APPLIANCE CORPORATION

8-16 43rd Ave., Long Island City 1, N. Y. Phone: STILLwell 4-1922

A voluntary petition in bankruptcy was reported filed by Thomas L. Guarneri and Santo R. Mollica, owners of Mid-Town Cleaners & Dyers, 1044 N. Sixth St., Milwaukee, Wis.

Fox Cleaners, Crossville, Ill., has been purchased by James A. Campbell and Charles Harmer.

Fred Harmer has purchased the former Hepner Cleaners and Dyers, 7688 Auburn Rd., Utica, Mich., and renamed it Harmer Cleaners and Dyers.

Hi-Pointe Cleaning Co., 220 S. Kirkwood Rd., Kirkwood, Mo., has been sold by Harry Wermeling to Mrs. Rosabelle Foster.

Paul & Jack Cleaners & Dyers, Inc., has been incorporated at Chicago, Ill., by Irvin H. Weiss, A. Paulan and B. Winchester.

Lillbourn (Mo.) Cleaners has been leased by Dee R. Thrower.

Charleston (Ill.) Cleaners has been sold by Byron B. Miller to Henry Oldani.

Louisiana (Mo.) Cleaners has been sold by Orville Briles to Mr. and Mrs. Bert Valanding.

ham and Mr. and Mrs. Roy Spears.

State Cleaners, 835 State St., Quincy, Ill., recently celebrated its tenth anniversary.

Eugene Pry has sold his interest in Walkerton (Ind.) Cleaners, 201 Michigan St., to David Hubbard.

Festus (Mo.) Cleaners has been purchased by Mrs. Myrtle Harris, owner of Harris Cleaners at De Soto. The name of the Festus firm has been changed to Quality Cleaners.

Lilacia Cleaners, Inc., 10 S. Park Ave., Lombard, Ill., has been incorporated by Fred P. Zimmer, William S. Conklin and Henry M. Stanley.

Extensive damage to building, equipment and garments was caused by a fire of unknown origin at the plant of New American Cleaners, Main St., Dupo, Ill. The plant had recently been purchased by William Van Pelt.

John Peden has sold Elite Cleaners, 9544 Winner Rd., Independence, Mo., to William Wallace, who will operate the business, and Joe Boutross.



Presstite*

means LEAKPROOF

Flexible Connectors For MODERN PRESSES

Presstite Connectors will fit practically every modern laundry and garment press. They are made from the seamless bronze tubing used for steam lines by leading press manufacturers. Deep corrugations give maximum flexibility. An outer covering of bronze wire braid adds strength and durability. Fittings are brass, permanently attached, flanges are of malleable iron.

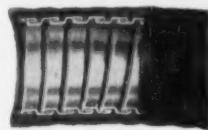
To replace connectors on modern presses, order Presstite from your regular laundry and dry cleaning supply house.

*Trade-Mark

SEALTITE* CONDUIT KEEPS WIRING DRY

American Sealite Conduit, for use in laundry machinery and controls, keeps electrical wiring dry. Made from galvanized steel flexible hose, over which is extruded a smooth synthetic covering. Sealite gives lasting protection against steam, spillovers, dampness, oil, grease, dirt, chemicals and fumes. I.D.'s from $\frac{1}{2}$ " to 2". Long lengths for "on the job" assembly. Available at your regular electrical supply house.

40078



STYLE MF ASSEMBLIES - $\frac{3}{8}$ " IPT Male one end—Floating Flange (2" bolt center) other end. Overall Lengths: 21", 24 $\frac{1}{2}$ ", 28", 30". Part No. MF-21, MF-24 $\frac{1}{2}$, MF-28, MF-30.

STYLE F ASSEMBLIES Floating Flanges— $\frac{1}{2}$ " bolt centers—both ends. Overall Length: 22". Part No. F22.

STYLE M ASSEMBLIES - $\frac{3}{8}$ " IPT Males—both ends. Overall Length: 24". Part No. M-24.



AMERICAN Flexible METAL HOSE

The American Brass Company • American Metal Hose Branch

General Offices: Waterbury 88, Conn., Subsidiary of Anaconda Copper Mining Company
Distributed in Canada by: THE CANADIAN FAIRBANKS-MORSE COMPANY, LIMITED

Norton Jones, an NICD graduate, has purchased Master Cleaners, Boonville, Mo.

Bromley Brothers Dry Cleaners, King City, Mo., has installed new finishing equipment.

Arthur Weidman, owner of Savanna (Ill.) Cleaners and Dyers, Main St., has announced plans to build a new plant at Chicago Ave. and Fourth St.

H. R. Osborne of Pantorium, Inc., Dayton, Ohio, has announced that the company has taken a lease on premises in a new building at Far Hills Ave. and Dorothy Lane, for operation of a drycleaning plant.

Damage estimated at \$120,000 was caused by a fire of unknown origin at the plant of Enterprise Cleaning Co., 4229W Easton Ave., St. Louis, Mo.

DOMINION



of CANADA

Sussex (N.B.) Dry Cleaners has been purchased by Keith Fairweather.

Luxury Cleaners, 64 St. Clair St., Chatham, Ont., which was purchased several months ago by John Wilson, has been remodeled and new drycleaning equipment has been installed.

operate the Robinson's Men's Shop, which is housed in the building, in addition to his cleaning plant.

A fire which broke out in an adjacent restaurant caused damage to a branch of Paul Service Stores on Peel St., Montreal, Que.

Anthony T. Mingle, owner of Coburn Dry Cleaners, Niagara Falls, Ont., has purchased a building on Main St. He will

Stan Young has been appointed manager of Nu-Art Cleaners, 161 Main St., Toronto, Ont. Mr. Young is an RAF veteran.

SIMPLE AS A. B. C.

It is the simplest engineering axiom that . . . the fewer the parts the less the friction and wear . . . the longer the life. The Viking Rotary Pump has "Just Two Moving Parts" . . . the simplest possible design for a pump. Little wonder they require so little power . . . need so few repairs . . . and last so long. Little wonder, too . . . why they are chosen so universally for vacuum still and filter work. Write for Special free Bulletin 802Q today. No obligation, of course.



See Our
CATALOG IN
SWEETS

VIKING PUMP CO.
CEDAR FALLS, IOWA

In the duel with
**STUBBORN
STAINS**



**CHOOSE your WEAPON
to suit the SPOT**

Jiffy-Stick

STAIN REMOVER

The ONE original stick that removes ink spots, iodine, fruit, beverage and many dye stains in a jiffy. Simply tap the water-moistened spot gently. Easy! Economical! Safe!

FAST! For powerful localized stripping

STRIP-STICK
STRIPPER
AND STAIN REMOVER

In the Protective Plastic Jacket

12 or more, each 85¢ 3 sticks, each 95¢
6 sticks, each 90¢ 1 stick only \$1.00

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Plastic Jacket

12 or more, each 85¢
6 sticks, each 90¢
3 sticks, each 95¢
1 stick, only \$1.00

For stains that respond to acid treatment...

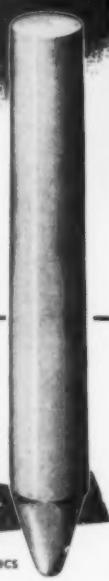
RUSTICK
FOR RUST STAINS

In the Protective
Plastic Jacket

12 or more, each 85¢
6 sticks, each 90¢
3 sticks, each 95¢
1 stick, only \$1.00

Order from Your Jobber Today
NATIONAL CLEANERS CHEMICAL MFG. CO.
3417 W. LAKE STREET
CHICAGO 12, ILLINOIS

ALL 3 STICKS
SAFE TO ALL FABRICS



Where quality and economy count most



you can count on

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BASKETS • HAMPERS • TRUCKS

C. R. DANIELS, INC.

Daniels, Md.

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STADHAM
"COVER-
GIRL"

"When It Comes to PRESS COVERS
Come to STADHAM!"

- Knit Pads
- Sateen
- Flannel Pads
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- Black Nylon
- Cover Cloth
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STADHAM
COMPANY, INC. • HEXAGON DIVISION
1825-31 NORTH 2016 STREET PHILA 21, PA

NORTH

EAST



Kingwood (W. Va.) Cleaners has been sold by James Jenkins, Jr., to Karl Dulaney.

Unit Dry Cleaners, Brooklyn, N. Y., has leased a store in a building under construction in the Boulevard Housing Development at Stanley Ave. and Hendrix St.

Birney's Dry Cleaning Co., 134

Ferguson Ave., Burlington, Vt., has been sold by Mrs. Mary Pease and incorporated by John H. Pearson, Francis R. Peisch and Katherine R. Cadesect.

Comet Cleaners, Patchogue, N. Y., has been sold by George Tisi to Walter Sczerby.

Arthur Copeland Cleanser and Dyer has opened a new plant at 140 Grove Ave., Cedarhurst, N. Y.

Henry D. Slate has filed business papers for Slate's Dry Cleaners, New London, Conn.

Belmont (N. Y.) Cleaners has been sold by Norman Olmstead to Mr. and Mrs. Paul M. Nicholson.

SOUTH

EAST



New cleaning equipment has been installed at B. K. Richardson Cleaners, Tompkinsville, Ky.

Island Dry Cleaners has been opened by Arthur Todd and George Duell on Gulf Dr., Anna Maria Island, Fla.

Damage estimated at \$10,000 was caused by a fire at the cleaning plant operated by Bill Sandburg and Bill Strom at Rockwell City, La.

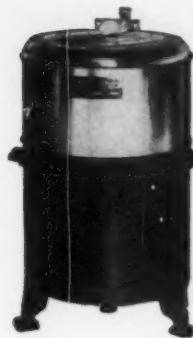
A new plant for Carolina Cleaners has been built at 111 W. 10th St., Greenville, N. C. The plant is owned by Mrs. Lossie M. Lewis and managed by her son, Walter Lewis.

H. W. and M. F. Watkins, owners of Watkins Cleaners, Jackson, Miss., have purchased Deluxe Cleaners, 2407 Lynch Street.

Quality Cleaners has been established by Lavelle Tate at 519 Cherokee Rd., Alexander City, Ala.

Mr. and Mrs. Joe Beran have moved Joe's Cleaners to a new location on S. Front St., Darlington, Ark.

Damage estimated at \$650 was caused by a tumbler fire at Myrtle Avenue Cleaners, 351 S. Myrtle Ave., Jacksonville, Fla.



BOCK EXTRACTORS

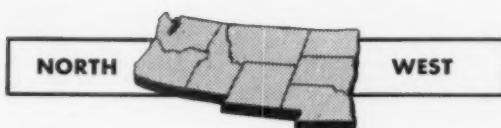
The most efficient time
and money saving Extractor
on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

BOCK LAUNDRY MACHINE CO.

TOLEDO, OHIO



R. K. Cleaners has been opened at Scappoose, Ore., by Mr. and Mrs. Linenberger.

Chris's Cleaning Shop, Creighton, Neb., has been sold by Chris Christiansen to John Burns. The firm has been renamed Burns' Cleaning Shop.

Mr. and Mrs. Harry Wiese, owners of Grand Coulee (Wash.) Cleaners, are building a new plant at Second and A Sts.

Owner Cliff McDonald has installed new drycleaning equipment at Mac's Band Box, Valley City, N. D.

New finishing equipment has been installed by Clem L. Burge at Merit Cleaners, Lusk, Wyo.

Miller (S.D.) Cleaners has been opened by Mr. and Mrs. Jerald Hegg.

Al and Margaret Williams, operators of a cleaning plant at Amity, Ore., have opened a branch on Ferry St., Dayton, Ore.

Bussonne Cleaners has moved to a new location at Main and Broadway Sts., Cathlamet, Wash.

Western Cleaners and Laundry, Douglas, Wyo., has been sold by Fred Smith to S. C. Dickey and Walter Helzer.

Mr. and Mrs. Bud Simon have installed a new boiler at their Napoleon, N. D., cleaning plant.

The 12th Street Cleaners has been opened by Mr. and Mrs. Charles W. Snyder at 991 S. 12th St., Salem, Ore.

Stevenson (Wash.) Cleaners has been sold by Don Leer to George A. Brown.

OBITUARIES

Peter K. Alexander, 56, proprietor of a drycleaning establishment in Indianapolis, Indiana, died recently after a brief illness. A native of Greece, Mr. Alexander had lived in this country since 1906. He was a member of the Order of Ahepa. Survivors are his widow, a son, a daughter and a brother.

Mrs. Bertha Stopgeshoff Bosbach, 78, co-founder with her husband, the late Hermann Bosbach, of Bosbach Cleaning and Dyeing Works, Holyoke, Massachusetts, died recently after an illness of a year. A native of Germany, Mrs. Bosbach came to Holyoke 55 years ago and later with her husband established the firm which is now known as Hermann Bosbach, Inc. She is survived by two sons, a daughter and a brother.

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IF YOU CAN ANSWER "Yes" to 3 of the Questions below . . . SEND IN THE COUPON

1. Do YOU want to add Fur Cleaning & Glazing Profits at little cost?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
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3. Do you have customers—a plant & employees? (Fur Cleaning & Storage Services need no more with RELIABLE on the job.)	YES <input type="checkbox"/>	NO <input type="checkbox"/>
4. Are you ready for expansion in 1951?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
5. Do you want to start or expand what ever may be offered for Fur and Woolen Storage?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

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Yes, Reliable,

I want to know about . . .
For CLEANING Fur STORAGE
Lusterette (for portable Fur Ironing)
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Name _____

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Reliable Fur Storage Equipment Co.

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RELIABLE MACHINE WORKS, Inc.

230-240 Eagle St. • Brooklyn 22, N. Y.

"I SAVED OVER \$5,000
LAST YEAR WITH MY
CONTIN-U-RAIL SYSTEM!"



Says Charles A. Schapiro, Owner
Taft CLEANERS,
Newark, N. J.

Contin-U-Rail
OVERHEAD RAIL
SYSTEMS



FOR COMPLETE & PARTIAL SYSTEMS IT'S THIS EASY:

- We provide the inexpensive patented fittings . . . priced as low as 75c each.
- You provide your own 1/2" or 1" ordinary pipe.
- You install-it-yourself. No welding . . . No threading . . . No machining!

Without any obligation to me, please send complete information on CONTIN-U-RAIL Overhead Rail Systems.

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Name _____

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FOR COMPLETE
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In One of the Finest Tailoring Schools in America

Courses include fashion illustration, pattern-making, designing, making of men's, women's, and children's garments, alterations, and repairs. Courses may be varied to suit individual needs.

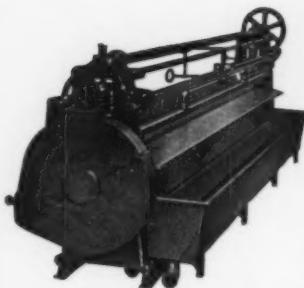


Courses approved by the Penna. Bureau of Rehabilitation, Penna. Dept. of Public Instruction and the V. A.

Special Attention Given to the Handicapped

Write for free Tailoring Booklet No. 3

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Labor 70%
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FACTS

Heavier materials
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PRESS PADS
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OVER 1000 SIZES AND
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PRESSING MACHINE

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WORLD'S LARGEST EXCLUSIVE MANUFACTURERS
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GEORGE G. RUPS

George G. Rups, 56, assistant general sales manager and sales promotion manager of The American Laundry Machinery Co., passed away suddenly at Boston, Massachusetts, on October 6, while attending the convention of the American Institute of Laundering. Mr. Rups collapsed during a pre-convention meeting and was rushed to Massachusetts General Hospital where he died several hours later, apparently of a cerebral hemorrhage.

George Rups was born at Basel, Switzerland, and was graduated as a mechanical engineer from Winterthur Polytechnic Institute near Zurich. He

joined the American organization in 1915, when the company acquired manufacturing rights for the Tahara Silver Burnishing Machine from Wenger & Co., Delmont, Switzerland, with which Mr. Rups had been associated.

Mr. Rups, who had obtained American citizenship, enlisted in the Army in 1917 and served three years during which he saw combat action in France as a battalion sergeant-major. After the war he returned to the American organization in the specialty department and in 1923 was promoted to manager of that department. Five years later he was promoted to sales promotion manager, and last June was appointed, in addition, general sales manager.

George Rups was nationally known and had a host of friends throughout the drycleaning and laundering industries. He was active for 20 years in trade association activities. He was vice president of the Laundry and Cleaners Allied Trades Association from 1942 to 1943, president from 1946 to 1948, and had been a member of the board of directors since 1942. He was vice president of the Laundry and Dry Cleaning Machinery Manufacturers Association and since 1948 had been a director. He was also a member of the Cincinnati Sales Executive Council and the National Industrial Advertisers Association.

Surviving Mr. Rups are his widow, Inez Aileen Rups, of Cincinnati; a son, Robert J. Rups, also of Cincinnati, and his mother, Mrs. Amalie Rups Sterk of Basel, Switzerland.

Fastest.
BEST SOAP
WE'VE EVER TRIED

CUTS RUM to 10 minutes, eliminates break. Increases present equipment capacity up to 60%. Write for facts.

SANA-FILTER
LOW PRESSURE FILTER TYPE SOAP
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Are you using "The Stain Removing Team?"

STAIN-A-WAY

Indispensable for Removing
oxidized stains. \$1.75 Qt.

DU-TEX

Completes the Job.
\$2.85 lb. makes 20 gal.

Order from your local jobber
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1636-40 West Vernon Ave., Los Angeles, California



Steven Doseff, 62, owner of Paramount Dry Cleaning Company of Hamilton, Ohio, died September 13. Born in Bulgaria, Mr. Doseff came to the United States in 1910 and founded the Paramount company in 1918. He was a member of the Masonic Lodge and Hamilton Lodge No. 93, B. P. O. Elks. Surviving are his widow and a stepson.

Eugene Morgenthaler, 85, founder of Morgenthaler's Cleaners and Dyers of St. Louis, Missouri, died September 11. Mr. Morgenthaler, who established the company in 1890, had retired several years ago. He is survived by his wife and a son.

Harry K. Summers, 60, former president of the D. O. Summers Co. of Cleveland, Ohio, died September 2 after a heart attack. In 1910 Mr. Summers joined the drycleaning firm founded by his father in 1887. He served as president from 1920 to 1935, when the business changed hands. Later he operated a drycleaning business in Lakewood with his son, Donald, who was killed in action in 1945. Mr. Summers is survived by his wife, a daughter, a brother and a sister.

Harry L. Warner, 57, operator of Warner Dry Cleaners, Logan, Ohio, died suddenly September 8. He was a veteran of World War I and a member of American Legion Post 78. Survivors are his wife, a son, three sisters and two brothers.



MEETINGS SCHEDULED

November 2, 3 and 4—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Bellevue-Stratford Hotel, Philadelphia.

November 3, 4 and 5—Ohio State Association of Dyers and Cleaners, Annual Convention, Deshler-Wallick Hotel, Columbus.

November 11 and 12—Cleansing Plant Owners of Massachusetts, Annual Convention, Copley Plaza Hotel, Boston.

November 17 and 18—Illinois State Cleaners and Dyers Association, Annual Convention, LaSalle Hotel, Chicago.

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TRY IT! REPAIR DEPARTMENTS THAT USE IT
CLAIM NOTHING COMPARES WITH IT!

- ★ ELIMINATES WASTE
- ★ SAVES CUTTING TIME
- ★ CUT & FOLDED TO RIGHT WIDTH

3 kinds . . . Ivory white, Pearl gray, Canvas twill
AVAILABLE NATIONALLY THROUGH DISTRIBUTORS OR
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R. D. BUSSARD & SON 505 5th Ave.
Albany, Oregon

Rid your Boiler of SCALE • CORROSION AND FOAMING . . . THE EASY LOW-COST WAY . . . USE DOCTOR BOILER

The scientific scale remover with
"COLLOIDIZING ACTION"

See your distributor or write
DOCTOR BOILER, INC., DALLAS, TEXAS

New PRESSES

New and Factory Re-built Presses of all makes and models. Guaranteed by "New Yorker." You can solve all your pressing problems by writing our New York Office.



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AMBER PRESS CLAMP
"The Indispensable Little Stretcher"

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Now with

- ★ FLEXIBLE SPRING STEEL BODY—Fits All Presses.
- ★ POWERFUL EXPANSION SPRING—Insures Effective Grip.

IF YOUR JOBBER CANNOT SUPPLY YOU—WRITE US

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GROSS STAR
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ARE GLEAMING WHITE ACID-TREATED SURFACE

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- The Speed King of modern dryers
- Improved engineering features give faster drying
- Handles most delicate fabrics without damage
- Plated tested for performance in every way

Your plant is not complete without one of these tumblers

Write, Wire or Phone—

HAMMOND BUILDING,
WACO, TEXAS



HAMMOND LAUNDRY-CLEANING MACHINERY CO.

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COVERS

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PRESS COVERS THAT LAST 260% LONGER

If you are cost conscious and quality minded you will be interested in the savings that can be made by installing

THERMOTEX READY-MADE COVERS

on all presses. Here are a few typical examples of endurance:

16,250 shirts on a swing bosom.

180 hours—11,200 shirts on a 4-day press.

260% longer on a Tiltor Cut Press.

ARE YOUR RACKS EQUIPPED WITH THESE TIME-SAVING MONEY-SAVING CASTERS?

These Patented Casters are by far the most popular in the Drycleaning Industry. Most leading Cleaners use them.

Why?—They roll easier . . . turn better . . . and last longer!

That's why more and more Drycleaners buy Gi-Gr-Nite Casters every year. Act now. See for yourself what Gi-Gr-Nite Casters will do for your Cleaning Plant!

CLINTON PRODUCTS CO.

CLINTON 14, MICHIGAN
In Canada: Advance Steel Products Ltd., Chatham, Ont.

GI-GR-NITE

(Geiger-Knight)

CASTERS

December 3—Wisconsin Dry Cleaners Association, Annual Convention, Schroeder Hotel, Milwaukee.

1951

January 13, 14 and 15—Indiana Association of Dyers and Cleaners, Annual Convention, Hotel Lincoln, Indianapolis.

January 13, 14 and 15—National Institute of Rug Cleaning, Annual Convention and Exhibit, Hotel Statler, Detroit, Michigan.

January 19, 20 and 21—Michigan State Association of Cleaners & Dyers, Annual Convention, Detroit-Leland Hotel, Detroit.

January 27, 28 and 29—Iowa State Cleaners & Dyers Association and Nebraska Cleaners Association, "Little National" Convention, Fort Des Moines Hotel, Des Moines, Iowa.

February 4, 5, 6 and 7—National Institute of Cleaning and Dyeing, Annual Convention and Exhibit, Atlantic City, New Jersey.

February 21 and 22—North Carolina Association of Launderers and Cleaners, Annual Convention, Charlotte Hotel, Charlotte.

February 26 and 27—Utah State Cleaners Association, Annual Convention, New House Hotel, Salt Lake City.

March 28 and 29—Georgia Laundry and Cleaners Association, Annual Convention, Biltmore Hotel, Atlanta.

April 11 and 12—Texas Laundry & Dry Cleaning Association and Oklahoma Laundryowners Association, Joint Annual Convention, Rice Hotel, Houston, Texas.

April 25, 26 and 27—Laundry & Cleaners Allied Trades Association and Laundry & Dry Cleaners Machinery Manufacturers Association, Annual Convention, The Greenbrier, White Sulphur Springs, West Virginia.

May 11 and 12—Oregon State Dry Cleaners Association, Annual Convention, Salem.

May 13, 14 and 15—Laundry and Cleaning Association of the Carolinas, Georgia and Florida, Annual Convention, General Oglethorpe Hotel, Savannah, Georgia.

May 18 and 19—Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta, Northern Wyoming, Annual Convention, Billings, Montana.

May 25 and 26—Idaho Laundry and Dry Cleaners Association, Annual Convention, Boise.

June 6, 7, 8 and 9—California Drycleaners Association, Annual Convention, San Francisco.

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Where Buyers and Sellers Meet

10c a word for the first insertion and 8c a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15c a word, first insertion; 10c a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5c a word for first insertion, 4c a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Extra white space between lines doubles charges indicated.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291, 1074-2**

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel: REpublic 9-3016. 1451-2

FOR SALE—Cleaning plant—A-1 location, doing good business. Ohio town of 16,000 population. Bargain. **ADDRESS: Box 3778, NATIONAL CLEANER & Dyer.** 2

Enjoy Colorado! Be independent with a small cleaning establishment located in Summer resort, but with sufficient business to operate year around. Ideal for couple. Small investment buys business, buildings, living quarters and lot. Recall to service compels me to sell. Heckert's Cleaners, Grand Lake, Colorado. 3779-2

FOR SALE: MODERN LAUNDRY & DRYCLEANING, ESTABLISHED 30 YEARS. INDIANA COUNTY SEAT OF 25,000, DOING \$50,000. FINE BUILDINGS. BEST LOCATION AND UP-TO-DATE EQUIPMENT. WILL SELL ALL OR PART. REASONABLE TERMS TO RESPONSIBLE PARTIES. ADDRESS: Box 3788, NATIONAL CLEANER & Dyer. 2

Solvent Cleaning Plant, in Pittsburgh, Pa., strictly retail, truck service, \$80,000 volume; will sell with or without Real Estate. (Easy terms) P. O. Box 5727, Pittsburgh 8, Pa. 3796-2

Cleaning Plant—County seat Northeast Nebraska town; volume \$13,000 in '49. Ideal for couple. Low overhead, price \$6,500. **ADDRESS: Box 3797, NATIONAL CLEANER & Dyer.** 2

Louisiana Solvent Plant for sale or lease. Volume thirty thousand. Half cash and carry, one truck. On main street in brick building which can be leased. Price twenty thousand. Half down. Good competition. **ADDRESS: Box 3804, NATIONAL CLEANER & Dyer.** 2

Don't wait to look at this excellent opportunity. Modern Stoddard Solvent Plant in Western Massachusetts, \$100,000 volume; wholesale, retail, established routes, lively stores. Machinery, fire-proof building, good will—all for only \$65,000. Reason for selling—sickness. Must go West. **ADDRESS: Box 3807, NATIONAL CLEANER & Dyer.** 2

For Sale: Complete newly equipped modern Synthetic Drycleaning Plant doing \$33,000 a year. Building recently remodeled located on Main Street. Will lease building for long term. Located in Washington, Indiana. See or write Frank M. Donaldson, 11 North East Fourth Street, Washington, Indiana. 3808-2

CLEANING PLANT: Western New York State. Recent sudden death of owner makes available large Wholesale and Retail going business and property at a fraction of its value. Established 1913. Large volume capacity. Equipment, trucks and building in good condition. **ADDRESS: Box 3752, NATIONAL CLEANER & Dyer.** 2

SOUTH AMERICA: For sale in part or complete, established modern Drycleaning Plant with retail outlets. Unique opportunity for the right party who wants to invest away from competition. Stable government, low taxes, English spoken. Minimum capital required—\$20,000. Present owner retiring. **ADDRESS: Box 3809, NATIONAL CLEANER & Dyer.** 2

CLEANING PLANT IN OREGON. ESTABLISHED 35 YEARS. VOLUME \$90,000. OWNER WISHES TO RETIRE. ADDRESS: Box 3810, NATIONAL CLEANER & Dyer. 2

DRYCLEANING PLANT—long established in Oakland, California. 1950 appraisal of machinery and buildings: \$99,000. Eighty percent of business is retail, top prices. Sales above \$100,000 per year. If you are interested in security with large earnings, investigate this. Substantial down-payment required. If prospective buyer can show conclusive evidence as to honesty and business ability, will give a long-term contract on balance, which can be paid out of earnings. Do not reply unless responsible. **ADDRESS: Box 3811, NATIONAL CLEANER & Dyer.** 2

Modern Cleaning Plant in Illinois. Old established, doing \$135,000 annually. Owner retiring, \$15,000 cash, balance terms to suit buyer. **ADDRESS: Box 3812, NATIONAL CLEANER & Dyer.** 2

Complete Solvent Plant, fully equipped, doing good business in Northwestern Pennsylvania. Price of \$28,000 includes 2 extra lots on either side of corner lot where business is located. Low taxes, excellent opportunities. First offer near above price may take it. **ADDRESS: Box 3813, NATIONAL CLEANER & Dyer.** 2

COMPLETE DRYCLEANING PLANT, 30x30" Washer, 500 Gal. Filter, 20-inch Extractor. Trap, tumbler, enclosed motors. First check of \$1,200 buys plant F.O.B. Syracuse, N. Y. Berndt Cleaners, 929 State Fair Blvd., Syracuse 9, N. Y. 3814-2

CLEANING AND DYEING PLANT, 6,000 square feet floor space, 3 full lots, CHOICE LOCATION in LITTLE ROCK, ARKANSAS. \$85,000 Annual business. This Solvent Plant only 3 years old. Gross equipment, 80% Cash and Carry—Ideal setup for laundry or washateria. **FOR QUICK SALE \$60,000. Property value \$40,000—business and equipment \$20,000.** Ralph Millholand, 4106 W. Markham, Little Rock, Arkansas. 3827-2

Will sacrifice—new four bedroom home and home laundry. Doing \$16,000 gross yearly. Nets better than 40%. Ideal for couple. Property alone worth \$12,000. Price \$15,000. Terms to responsible party. Poor health reason for selling. Write—John Saunders, 3305 E. Ellicott Ave., Tampa 5, Florida. 3829-2

WARREN, OHIO: Large, modern drycleaning plant, fur storage and shirt laundry. Synthetic and Stoddard Solvent plant doing around \$2,000 weekly. New Hoffman equipment, also Chevrolet and Pontiac trucks. Paul A. Harrell, Realtor, Ohio Theater Building, Warren, Ohio. Dial 4468-1. 3830-2

Drycleaning plant, Petroleum, 80 miles from New York City. Modern controlled fur storage vault. Professional rug cleaning, 3 trucks. Owner has other interests. Bargain. **ADDRESS: Box 3831, NATIONAL CLEANER & Dyer.** 2

Drycleaning plant. Hoffman 140-F Cleaning Unit—only plant in MISSOURI county seat town of 7,000, \$72,000 in '49, good profit. 14% gain over '48. Good labor supply. Owner has business interests out of state. Reasonable price, with or without real estate. **ADDRESS: Box 3738, NATIONAL CLEANER & Dyer.** 2

CLEANING PLANTS FOR SALE (Cont'd)

Modern Solvent Plant in healthful Colorado, well established and doing \$35,000 volume. Land, building, equipment at a reasonable price. Exceptional opportunity. ADDRESS: Box 3836, NATIONAL CLEANER & DYER. -2

DRYCLEANING PLANT IN NEW YORK TOWN of 1800 population. Doing \$700 to \$1,000 weekly volume with room for expansion. Out of town competition only. Selling to dissolve partnership. Exceptional buy. Terms. ADDRESS: Box 3837, NATIONAL CLEANER & DYER. -2

MODERN FULLY EQUIPPED SOLVENT PLANT three years old. Excellent location. Prices \$1 up. Gross \$500 to \$1,200 weekly. Priced right. For details—421 Belvedere Road, West Palm Beach, Florida. 3838-2

VERY MODERN DRYCLEANING PLANT DOING BIG BUSINESS, BEST BUY IN THE WEST. PRICE \$25,000 CASH. ADDRESS: Box 3839, NATIONAL CLEANER & DYER. -2

ALL NEW MODERN DRYCLEANING PLANT, WILL DO ABOUT \$60,000 VOLUME THIS YEAR, LOCATED IN ARIZONA. PRICE \$30,000. TERMS TO THE RIGHT MAN. ADDRESS: Box 3840, NATIONAL CLEANER & DYER. -2

DRYCLEANING PLANT (Petroleum). Over \$30,000 volume. Price \$22,000, includes brick building and extra lot. All equipment less than 4 years old. Barbo's Cleaners, Superior, Wisconsin. 3847-2

Drycleaning Plant: Sales \$7,000 month; city 50,000; same owner 18 years, new modernistic building, brick glass block; for storage; vault; modern equipped; business center; two trucks; large parking lot; fine for partners; price reasonable. APPLE COMPANY, Brokers, Cleveland, Ohio. 3852-2

MODERN PLANT: WINSTON-SALEM, NORTH CAROLINA, \$20,000 YEARLY. SACRIFICE FOR \$10,000. ADDRESS: Box 3853, NATIONAL CLEANER & DYER. -2

For Sale: Laundry and Cleaning Plant in Pennsylvania. Cost \$60,000, four years old, favorable lease. Present volume \$75,000 per year, drawing from two towns, three trucks, two nearby towns untouched. Solvent Plant Hoffman 140-F, Plant capacity well over \$100,000 per year. Price \$40,000, 1/2 cash. Reason for selling, dissolving partnership. Operating since 1922. ADDRESS: Box 3855, NATIONAL CLEANER & DYER. -2

PLANT—DRIVE-IN—SOLVENT. Yearly receipts \$70,000—50% over the counter. Due to illness will sacrifice at cost; new building; new equipment. Best location in Pittsburgh area. Write: Cleaner, 945 Ohio River Blvd., Avalon, Pa. 3857-2

CLEANING PLANTS WANTED

WANTED—PLANTS—ALL KINDS—New York, New Jersey, Connecticut. BUYERS WAITING—LIST YOURS. RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016. 873-1



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WANTED TO LEASE

Would like to lease complete plant doing about \$400 volume. 20 years' experience, good spotter and 6 years' managing experience, family man, sober. Colorado or West, please. ADDRESS: Box 3767, NATIONAL CLEANER & DYER. -17

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FOR SALE OR LEASE—LARGE OPERATION, ROCKY MOUNTAIN CITY OVER 400,000. TOTAL VOLUME \$175,000 EQUALLY DIVIDED WHOLESALe AND RETAIL, EIGHT BRANCHES, GOOD PRICES, CONSIDER INSTALLING LAUNDRY DEPARTMENT. SUBSTANTIAL CASH REQUIRED ON LEASE, REASONABLE TERMS TO BUYER. ADDRESS: P. O. BOX 1955, DENVER 1, COLORADO. 3850-11

PARTNERSHIP WANTED

PARTNER WANTED: INDIANA DRYCLEANING & LAUNDRY. MUST HAVE EXPERIENCE IN ONE PHASE OF BUSINESS. MODERN BUILDINGS AND EQUIPMENT. DOING \$55,000. SMALL DOWN PAYMENT, WILL FINANCE BALANCE TO RESPONSIBLE PARTY. ADDRESS: Box 3789, NATIONAL CLEANER & DYER. -9

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ARE YOU A HUBBARD SCHOOL GRADUATE? Plant owners ask for them. No matter who or where you are, you get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog covering ten approved courses. HUBBARD CLEANING SCHOOL, Silver Spring, Md. 154-B-15

LEARN CUSTOM TAILORING, alterations, pattern-making, or fashion illustration in 3 months in one of America's finest tailoring schools. Total cost including tuition and supplies \$300. Approved for Vet training. Empire Institute of Tailoring, 422 E. 5th St., Hazleton, Penna. Phone 302. 3671-15

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Salesman with large following among cleaners and laundries to sell for cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirota Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Technical salesman to sell and demonstrate drycleaning soaps. Must be free to travel. Give full background, sales experience, drawings and commissions. ADDRESS: Box 3664, NATIONAL CLEANER & DYER. -14

SALES REPRESENTATIVE: Sell Weaving Course; reweaving wearing apparel to drycleaners, tailors or as small business venture (\$120). National organization. Exclusive territory and effective cooperation from the home office. Amber Weaving Service, 611 Main Street, Buffalo 3, New York. 3822-14

SALESmen: WE HAVE THREE FAST-MOVING CHEMICAL SPECIALTIES for salesmen calling on Drycleaners. Here is an opportunity to add to your line with three products that will not compete with what you are now handling. These are fast-moving repeat items with repeat commissions, manufactured by leading chemical company. ADDRESS: Box 3824, NATIONAL CLEANER & DYER. -14

Salesmen with following among cleaners and laundries to sell "GARD" sensational new spray-on FLAME AND MOTH Control. Flameproofs AND mothproofs in one application for the life of the fabric. Nothing like it! Territories unlimited. Liberal commissions. Rush details of background and territory covered to: U. S. CHEMICAL PRODUCTS, Dept. Dc., P. O. Box 147, Upper Sandusky, Ohio. 3825-14

Technical Salesmen wanted by manufacturer of drycleaning soaps. Give full background. New England States, Metropolitan New York and New Jersey territories available. High commission against drawing account. ADDRESS: Box 3826, NATIONAL CLEANER & DYER. -14

Salesman with technical knowledge to sell heavy drycleaning and laundry equipment in Northeastern territory. Excellent opportunity for man willing to work hard. Give full details, experience, earnings, and references. ADDRESS: Box 3860, NATIONAL CLEANER & DYER.

HELP WANTED

EXPERIENCED SILK and WOOL FINISHERS and SPOTTERS. PERMANENT JOBS. GOOD PAY. PAID REST PERIODS, VACATIONS, GROUP INSURANCE AND TIME AND ONE-HALF OVER 40 HOURS. APPLY-R. B. Collins, c/o Hoosier Cleaners & Laundry, 921 Plum St., Elkhart, Indiana. 3781-7

DRYCLEANING SUPERINTENDENT for well established plant doing average volume of \$3,000 weekly. Must be experienced, 30 years or older, family man, dependable, energetic and capable of supervising 25 productive employees. Prefer N.I.C.D. graduate. Average weekly pay is \$100. This is an outstanding opportunity for right man. Please do not reply unless you meet these requirements. Give full details in first letter. **BOB EVANS CLEANERS, 1206 Harrison St., Davenport, Iowa.** 3818-7

Drycleaning Manager. Excellent opportunity. Modern Solvent Plant handling up to \$5,000 weekly volume. Top salary for man that can produce and hold high quality. Must be able to handle labor. Plant located in Mid-West. State age, educational background, and previous experience in letter of application. **ADDRESS: Box 3820, NATIONAL CLEANER & DYER.** -7

FEMALE HELP WANTED: WEAVERS. Nationwide, free placement service. Experienced reweaving and semi-weaving garment damages. Salary \$60 and \$100 for 40-hour week. Amber Weaving Service, 611 Main St., Buffalo, New York. Dept. N.C.D. 3821-7

Wanted: All-around working Manager (family man preferred); must be capable of taking care of wholesale plant, and train help in all departments. A lifetime job for the right man, good pay. State all qualifications. Reply held in strict confidence. **ADDRESS: Box 3828, NATIONAL CLEANER & DYER.** -7

Experienced silk spotter and drycleaner to take full charge of cleaning room in small plant, in Ohio, doing only quality work. Steady, year-around employment; reference required; good wages, N.I.C.D. graduate preferred. **ADDRESS: Box 3835, NATIONAL CLEANER & DYER.** -7

SILK SPOTTER WANTED. We have an opening for a qualified silk spotter, familiar with entire plant operations, interested in turning out quality work. Our plant is modern—Petroleum, located in Iowa. Write us giving entire background. Courtesy shown all applicants. **ADDRESS: Box 3844, NATIONAL CLEANER & DYER.** -7

EXPERIENCED SILK SPOTTER and DRYCLEANER for medium sized Petroleum Solvent Plant located on Long Island 45 miles from Metropolitan New York. Excellent opportunity for the right man. Give information and salary expected. **ADDRESS: Box 3843, NATIONAL CLEANER & DYER.** -7

SPOTTER—MANAGER IN FIRST CLASS PETROLEUM PLANT DOING GOOD BUSINESS. GOOD PAY AND PERCENTAGE FOR RIGHT MAN. WRITE FULL INFORMATION TO: COTHERN CLEANERS, LAS CRUCES, NEW MEXICO. 3849-7

SITUATIONS WANTED

FANCY SPOTTER and SUPERVISOR, 27 years' experience with thorough knowledge of every phase of the work, including training help and upkeep of equipment. Eastern Area. Salary \$95 per week. **ADDRESS: Box 3806, NATIONAL CLEANER & DYER.** -5

ALL-AROUND DRYCLEANER, SPOTTER and LAUNDRY-MAN, boiler room, maintenance. 28 years' practical experience. Strictly sober, reliable. Institute graduate in drycleaning, capable of taking full charge. Want steady employment. E. A. Totten, 5245 N. E. Wisteria Drive, Portland 13, Oregon. 3817-5

EXPERIENCED SILK SPOTTER, able to instruct new and old help. **WANTS POSITION IN FLORIDA.** **ADDRESS: Box 3832, NATIONAL CLEANER & DYER.** -5

Looking for a young man who is thoroughly familiar and highly competent in all phases of drycleaning? I am 26 years old. Married. Presently manage business grossing \$150,000 a year. Would like position as working general manager or production man. Preferably California or Florida. For résumé of my background and reliable references—**ADDRESS: Box 3834, NATIONAL CLEANER & DYER.** -5

SITUATIONS WANTED (Cont'd)

SILK SPOTTER interested in steady good paying position with first class retail Petroleum Solvent Plant. Steady, thorough knowledge of entire plant operation. State salary. **ADDRESS: Box 3841, NATIONAL CLEANER & DYER.** -5

EXPERIENCED DRYCLEANER DESIRES PERMANENT POSITION in Florida. Prefer West Coast. **ADDRESS: Box 3842, NATIONAL CLEANER & DYER.** -5

Situation Wanted: **SPOTTER** and **WASHER** managing wholesale or retail shops, 25 years of experience, age 40. Must be in New York City. **ADDRESS: Box 3843, NATIONAL CLEANER & DYER.** -5

SALES EXECUTIVE. 20 years' experience in the Drycleaning and laundry industries, age 39, currently National Sales Manager for large manufacturer. Now seeking opportunity for expanding earning potential. Starting salary expected—\$13,000. **ADDRESS: Box 3851, NATIONAL CLEANER & DYER.** -5

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PLANT MANAGER, 15 years' experience, age 44, desires position in Metropolitan New York City Area. **ADDRESS: Box 3859, NATIONAL CLEANER & DYER.** -5

PERSONAL NOTICES

GUY, PLEASE CONTACT OPAL. HER FATHER PASSED AWAY. 3856-35

MISCELLANEOUS

MAKE CLOTH COVERED BUTTONS AND BUCKLES. Serve your customers and save headaches. **MAXANT BUTTON, 121 S. Morgan, Chicago 7, Ill.** 147-8

PADS, COVERS, FLANNELS for laundry and drycleaning presses. Write for price list. **FRANKLIN TEXTILE MILLS, Dept. N., Franklin Park, Mass.** 3127-8

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Drycleaning Washer, Hoffman 36x54", also 36x64" 42x64", rebuilt like new. **BARGAIN PRICES**. Send for full details. **WILLIAMS LAUNDRY MACHINERY CO.**, Inc., 37-16 22nd St., Long Island City 1, N. Y. Stillwell 6-6666. 2826-4

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NAME _____

CITY _____

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AVAILABLE NOW IN YOUR LOCALITY. Bargains in good, used equipment. **MARTIN EQUIPMENT CORPORATION**, 789 Hertel Avenue, Buffalo, New York. 3399-4

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FOR IMMEDIATE DELIVERY: New 17" Bock Extractor; used Huebsch 36x30" tumbler; Pantex dress finisher; Double Tripex with Drying Cabinet; Band Box units; two complete solvent plants. Very reasonable prices. Write or wire Mercury Cleaning Systems, Inc., Chicago, Illinois, or Albert Keck, Morris, Illinois. 3737-4

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One Q3 Hoffman Dress Finisher complete, purchased in 1947 at \$295 from Hoffman Machinery Corp., good shape, available now at real bargain price, \$75. Whitakers Cleaners, Richmond, Kentucky. 3848-4

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RE-WEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE**—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052. 1629-29

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AMBER METHOD Professional Reweaving. Wholesale prices. 24-hr. service. Work guaranteed. Weaving course for operators \$120, includes needles. Nationwide placement service! **Amber Weaving Service**, 611 Main St., Buffalo 3, New York. 3823-29

REWEAVING (Cont'd)

FREE SALES KIT—Including "easy-to-use" pricing guide and sales instructions, also display signs. Complete setup to handle **REWEAVING** as a profitable sideline. Retain good will by eliminating plant damages. With our complete **FRENCH-WEAVING-OVERWEAVING-STOTTING-RE-KNITTING** service, we can handle any size or type of damage. **LOW WHOLESALE** prices and profitable wholesale discount. **24 HOUR SERVICE** available on all garments. Free estimates. **GLOBE WEAVING SERVICE**, 17 N. State St., Chicago, Illinois. Dept. B. "America's Leading Reweaving Service." 3805-29

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Inweave and Wonderweave needles sold complete with illustrated instruction sheet, \$9.00 each. Replacement points, \$4.00 each. National Reweaving Service, 46 Whalley Ave., New Haven, Connecticut. 2776-23

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WHOLESALE GARMENT DYEING, SERVICE AND QUALITY. **DICKSON'S DYE WORKS**, 1329 ALEXANDER STREET, HOUSTON 8, TEXAS. 3736-12

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